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Nota di contenuto	How collages reveal your deepest thoughts; Table of contents; List of tables; List of figures; 1 Introduction; 1.1 Problem statement; 1.2 Aim of the book; 1.3 Outlook; 2 Accessing and retrieving brand knowledge; 2.1 Assumptions on brand knowledge representation; 2.1.1 It is all about representations; 2.1.2 Consumer memory; 2.1.3 Brand knowledge structures; 2.1.4 Consumers think visually; 2.2 Challenges in retrieving brand knowledge; 2.2.1 Overview; 2.2.2 Heuristics and biases; 2.3 Brand knowledge retrieval; 2.3.1 Qualitative research; 2.3.2 Projective techniques 2.4 Characteristics and applications of collages in marketing2.4.1 History of collages; 2.4.2 Characteristics, advantages and limitations of collages; 2.4.3 Collages applied in marketing; 3 Analyzing visually retrieved brand knowledge; 3.1 Understanding the meaning of signs: semiotics and hermeneutics; 3.1.1 Semiotics; 3.1.2 Hermeneutics; 3.2 Metaphor analysis in interpreting collages; 3.2.1 Metaphors as cognitive constructs; 3.2.2 Metaphors versus image schemata; 3.2.3 Visual metaphors as sources of brand knowledge; 3.3 Color theory in interpreting collages 3.3.1 What colors reveal about customers3.3.2 Same color, different meaning; 3.4 A communication psychological view on collages; 3.5 Structural analysis of collages; 4 Empirical study; 4.1 Data collection

and sample; 4.2 Data analysis; 4.2.1 Empathy and mentalizing as justification for this work; 4.2.2 The multi-layered interpretation process; 4.2.3 Findings and results; 5 Discussion; 6 Managerial implications and future research; 7 References

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## Sommario/riassunto

A deeper understanding of how consumers think, feel and act is vital to the success of management and provides valuable information for managerial decision making in many areas of business. One key to this understanding is brand knowledge, which is the representation of a brand in consumers' minds. Unfortunately, a substantial amount of relevant knowledge within people's minds is unconscious and cannot be retrieved, accessed and recalled by consumers. As a consequence, certain methods of retrieval are required, such as projective techniques. The method this book works with is the collage techn

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