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CO-BRANDING STRATEGY ON CONSUMERS' EVALUATION OF LUXURY BRAND IMAGE: THE CASE OF TAIWAN; INTRODUCTION; LITERATURE REVIEW AND HYPOTHESES; METHODOLOGY; RESULTS; DISCUSSIONS AND IMPLICATIONS; LIMITATIONS AND FUTURE RESEARCH REFERENCESHOW SHOULD A GLOBAL BRAND MANAGER RESPOND TO AN AMBIGUOUS PRODUCT HARM CRISIS?; PRESSURE TO RESOLVE THE UNCERTAINTY REGARDING WHO'S TO BLAME: THE KEY ROLE OF UNCERTAINTY AVOIDANCE AND THE PERCEIVED SEVERITY OF A CRISIS; FACTORS INFLUENCING WHO TO BLAME IN ORDER TO RESOLVE THE UNCERTAINTY: THE ROLE OF PRIOR BELIEFS AND CROSS-CULTURAL DIFFERENCES IN INFORMATION PROCESSING BIASES; HOW TO RESPOND? THE IMPORTANCE OF TAILORING THE RESPONSE TO THE CULTURAL CONTEXT; NOTES; REFERENCES; PART II: INTERDISCIPLINARY APPROACHES TO PRODUCT DESIGN AND INNOVATION DESIGN IN THE EXPERIENCE ECONOMY: USING EMOTIONAL DESIGN FOR SERVICE INNOVATIONEMOTIONAL DESIGN; SERVICES AND EXPERIENCES; EXPERIENTIAL VALUE; AVOIDING A HOLLOW CORE; SERVICE CORE AND SERVICE AUGMENTATION; DESIGN; TRANSLATING THE VOICE OF THE CUSTOMER; DESIGN THINKING; THE CUSTOMER JOURNEY; EXPERIENCE STAGING; CONCLUSIONS; ACKNOWLEDGMENTS; REFERENCES; CROWDSOURCING FOR GOODNESS SAKE: IMPACT OF INCENTIVE PREFERENCE ON CONTRIBUTION BEHAVIOR FOR SOCIAL INNOVATION; CROWDSOURCING FOR SOCIAL INNOVATION; THE INFLUENCE OF MOTIVES AND OFFERED INCENTIVES ON CROWDSOURCING BEHAVIOR TOURNAMENT PARAMETERS AND THEIR IMPACT ON CONTRIBUTION BEHAVIORSCRAPLAP DESIGN CONTEST - THE EMPIRICAL STUDY; RESEARCH DESIGN; FINDINGS; DISCUSSION; NOTES; REFERENCES; REESTABLISHING STYLING AS A PRIME INTEREST FOR THE MANAGEMENT OF DESIGN; INTRODUCTION; THE TABOO ON STYLING IN DESIGN; MANAGING STYLING AND DESIGNERS AS STYLISTS; UNDERSTANDING STYLING BEYOND SUPERFICIAL DECORATION; DISCUSSION: A NEW RESEARCH AGENDA FOR STUDIES ON STYLING; REFERENCES; LEADERSHIP DEVELOPMENT BY DESIGN; INTRODUCTION; THE CHALLENGE OF WICKED PROBLEMS; ARE WICKED PROBLEMS GETTING "WICKED-ER?" ADDRESSING WICKED PROBLEMS

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Sommario/riassunto

This volume seeks to capture and synthesize the cutting-edge knowledge in the area of branding, product design, innovation, and strategic thought in international marketing. This volume was conceived from a conference held at The College of William & Mary where speakers from many fields - including business, arts, architecture, industrial design, and engineering - were invited to share their methods, findings and insights.

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