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Titolo	The definitive book of branding // edited by Kartikeya Kompella
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Cover; Contents; Foreword; Preface; Section 1: Building Blocks; 1 - The Essence of Positioning; 2 - Creating Meaningful Brands: How Brands Evolve from Labels on Products to Icons of Meaning; Section 2: From Niche to Mainstream; 3 - The Power of Words and Stories; 4 - All Together Now: The New and Vital Strategy of "Community"; 5 - What It Really Means to Be a Challenger in Today's World; 6 - Building Brand Authenticity; 7 - The Most Important Brand Question: How Does It Make Them Feel?; 8 - Brands and Innovation; 9 - Branding with a Cause; Section 3: Branding beyond Marketing 10 - Living the Brand 11 - Employer Brand Management; 12 - Global Branding: Strategy, Creativity, and Leadership; 13 - Brand Valuation: Identifying and Measuring the Economic Value Creation of Brands; Section 4: Together We Stand; 14 - Co-branding; 15 - The Guide to Co-creation; Section 5: Building Brands on Belief; 16 - What Chatterjee Said: Designing Brands from the Inside Out; 17 - Passion Brands: The Extraordinary Power of Brand Belief; 18 - Lovemarks in the Age of Now; About the Editor and Contributors; Index
Sommario/riassunto	With the growing body of knowledge on branding, there are now more facets of branding that brand custodians need to know than ever

before. A unique compilation of branding experts, The Definitive Book of Branding addresses the needs of branding professionals across the world. The book walks the reader through the different ways in which brands drive the company's strategy, bring meaning to employees, instil passion in consumers, and maintain their appeal over time and across countries. It does not look only at the marketing aspect of brands but also at the organizational aspects of branding,
