

1. Record Nr.	UNINA9910466169003321
Autore	Park C. Whan
Titolo	Brand admiration : building a business people love / / C. Whan Park, Deborah J. MacInnis, Andreas B. Eisengerich
Pubbl/distr/stampa	Hoboken : , : Wiley, , [2016] ©2016
ISBN	1-119-30807-0
Descrizione fisica	1 online resource (291 pages) : color illustrations
Disciplina	658.8/27
Soggetti	Branding (Marketing) Strategic planning Decision making Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Machine generated contents note: List of Figures List of Tables Author Biographies Foreword Preface: What Makes This Book Different? SECTION 1: THE BIG PICTURE Chapter 1 Why Brand Admiration? Introduction The Value of a Brand The Brand Admiration Management System Endnotes: Chapter 1 Chapter 2 Living Examples of Admired Brands Introduction Overview Admired Brand in the B2b Market Admired Brand in Non-Profit (Service) Market Admired Brand in International Market Types of Brands Key Takeaways What About your Brand? Endnotes: Chapter 2 Chapter 3 The Science Behind Brand Admiration Introduction Overview Brand Admiration Brand Trust, Love and Respect How to Build Brand Admiration Key Takeaways Endnotes: Chapter 3 SECTION 2: BUILDING ADMIRER BRANDS Chapter 4 Building Admiration from the Inside Introduction Overview Employees as Brand Building Resources Creating a Meaningful Mission Statement Enabling, Enticing and Enriching Features That Make the Mission Statement Come to Life Enabling, Enticing and Enriching Employees as People Key Takeaways What About your Brand? Endnotes: Chapter 4 Chapter 5 Building Brand Admiration Among External Customers Introduction Overview The Brand Positioning Statement Strategic Decisions for

Developing a Positioning Statement Positioning Statement and Financial Goals Key Takeaways What About your Brand? Endnotes: Chapter 5 Chapter 6: Building Top-of-Mind Brand Recall Introduction Overview Key Issues in Top Brand Recall Enhancing Top Brand Recall Using Logos Designing Logos, Brand Names, Product/Package Designs Jointly Key Takeaways What About your Brand? Endnotes: Chapter 6 SECTION 3: STRENGTHENING AND LEVERAGING ADMIRER BRANDS Chapter 7: Strengthening Brand Admiration Introduction Overview Value Enhancement Strategies That Strengthen Brand Admiration Strategies That Manipulate Brand Benefits Strategies That Adjust a Benefit's Importance Weight Strategies That Create (Change) the Referent Thinking Broadly About Value Enhancement Strategies Key Takeaways What About your Brand? Endnotes: Chapter 7 Chapter 8 Leveraging Brand Admiration: Extension and Feedback Effects Introduction Overview Why Leverage an Admired Brand How to Leverage a Brand: Product and Brand Extension Strategies Key Takeaways What About your Brand? Endnotes: Chapter 8 Chapter 9 Leveraging Brand Admiration: Implementation Issues Introduction Overview When Are Product And Brand Extensions Most Likely To Be Successful? Is High Fit Always Necessary? Achieving Optimal Extension and Feedback Effects Over Time Key Takeaways What About your Brand? Endnotes: Chapter 9 Chapter 10 Brand Architecture Design Introduction Overview Brand Naming Options in Brand Architecture Design Designing The Structure of The Company's Brand Architecture Criteria in Choosing a Branding Option in the Company's Brand Architecture Periodic Assessment of Brand Architecture Design Brand Architecture Design: Key Takeaways What About your Brand? Endnotes: Chapter 10 SECTION 4: ASSESSING THE VALUE OF ADMIRER BRANDS TO FIRMS AND CUSTOMERS Chapter 11 Measuring Brand Equity Introduction Overview Perspective on Brand Equity Measuring Brand Equity Appeal of the Brand Equity Measure Key Takeaways What About your Brand? Endnotes: Chapter 11 Chapter 12 Brand Dashboards Introduction Overview What Can a Brand Admiration Dashboard Do For You? The Brand Admiration Dashboard: An Illustrative Example Key Takeaways from This Chapter What About your Brand? Appendix Endnotes: Chapter 12 Afterword: Concluding Thoughts.

## Sommario/riassunto

"Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent,

cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach"--

---