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Titolo	Brand Management : An Introduction through Storytelling // by Emmanuel Mogaji
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Nota di contenuto	Chapter 1: Introduction to Brand Management -- Chapter 2: Ethical Branding -- Chapter 3: Brand Philosophy -- Chapter 4: Brand Positioning -- Chapter 5: Brand Identity -- Chapter 6: Brand Integration -- Chapter 7: Brand in the Digital Era -- Chapter 8: Brand Equity -- Chapter 9: Brand Extension -- Chapter 10: Brand Mergers and Acquisition -- Chapter 11: Brand Architecture -- Chapter 12: Contemporary Issues in Brand Management.
Sommario/riassunto	Branding is an increasingly important part of business strategy for all types of businesses, including start-ups, SMEs, NGOs, and large corporations. This textbook provides an introduction to brand management that can be applied to all these types of organizations. Using story-telling to guide the reader through the main concepts, theories and emerging issues, it offers a theoretical and applied perspective to brand management. Highlighting the relationship between different brand concepts, this textbook explores the role of branding from both a corporate and a consumer perspective and highlights implications for employability and future career options. With case studies, activities, learning objectives and online resources for lecturers, this book is an ideal accompaniment for undergraduates, post graduates or students who have never studied branding before. Written in an approachable way, it gives readers the basics, allowing

them to enhance their understanding of the core topics and advance their study further.
