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Titolo	Identity-Based Brand Management : Fundamentals—Strategy—Implementation—Controlling / / by Christoph Burmann, Nicola-Maria Riley, Tilo Halaszovich, Michael Schade, Kristina Klein, Rico Piehler
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Nota di contenuto	The foundation of identity-based brand management -- The concept of identity-based brand management -- Strategic brand management -- Operational brand management -- Identity-based brand controlling -- Identity-based trademark protection -- International identity-based brand management.
Sommario/riassunto	This textbook provides a comprehensive overview of identity-based brand management based on current research. The authors focus on the design of the brand identity, which covers the internal perspective of brand management, and the resulting external brand image perceived by consumers and other audiences. The book covers topics such as brand positioning, the design of the brand architecture and brand elements, the management of brand touchpoints and the customer journey, as well as multi-sensory brand management and brand management in a digital environment. Further topics covered are international brand management, brand management in the retail sector, in social media and on digital brand platforms (electronic marketplaces). Numerous practical examples illustrate the applicability of the concept of identity-based brand management. The authors show that this concept is a valuable management model to make brands successful. In the 2nd edition, all chapters were fundamentally revised and up-to-date practical examples as well as latest research findings

were added. Additional material is available via an app: Download the Springer Nature Flashcards App and use exclusive content to test your knowledge. The authors Prof. Dr. Christoph Burmann is a Director of the markstones Institute of Marketing, Branding & Technology at the University of Bremen, Germany. He heads the working group Innovative Brand Management. Dr. Nicola Riley is a Postdoc at the markstones Institute of Marketing, Branding & Technology at the University of Bremen, Germany. Prof. Dr. Tilo Halaszovich is a Professor of Global Markets & Firms at the Jacobs University Bremen, Germany. Dr. Michael Schade is a Lecturer at the markstones Institute of Marketing, Branding & Technology at the University of Bremen, Germany. Prof. Dr. Kristina Klein is a Director of the markstones Institute of Marketing, Branding & Technology at the University of Bremen, Germany. She heads the working group Consumer Behavior. Dr. Rico Piehler is a Senior Lecturer at the Department of Marketing at Macquarie University in Sydney, Australia.

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