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Titolo	The challenges facing brand managers today [[electronic resource] /] / guest editors, Francisco Guzman and Oriol Iglesias
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Collana	Journal of product & brand management : featuring pricing strategy & practice, , 1061-0421 ; ; v. 21, no. 6
Altri autori (Persone)	GuzmanFrancisco IglesiasOriol
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Nota di contenuto	Cover; Contents; Editorial; Guest editorial; Sources of equity in fashion markets; Systematic review on B2B branding: research issues and avenues for future research; Brand mergers: examining consumers' responses to name and logo design; Private label brands: measuring equity across consumer segments; Consumer-based brand equity and top-of-mind awareness: a cross-country analysis; Consumer recall of brand versus product banner ads; The effects of lower prices on perceptions of brand quality: a choice task perspective Price strategy, information sharing, and firm performance in a market channel with a dominant retailer Book reviews
Sommario/riassunto	This ebook derives from the 7th Global Brand Conference of The Academy of Marketing's Special Interest Group on Brand, Corporate Identity and Reputation, held at Oxford University in 2011. The authors explore the challenges brand management faces as customers increasingly demand multisensory and multi-experiential brand interactions. A wide variety of current issues are addressed, from the increasingly important aspect of brand impact to the long-lasting

experiences that organizations seek in order to achieve brand success  
in the global marketplace.

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