

1. Record Nr.	UNINA9910782494503321
Titolo	Brand management [[electronic resource] /] / guest editors: Leslie de Chernatony ... [et. al.]
Pubbl/distr/stampa	Bradford, : Emerald, 2008
ISBN	1-281-76081-1 9786611760816 1-84663-843-7
Descrizione fisica	1 online resource (185 p.)
Collana	European journal of marketing ; ; v. 42, no. 5/6
Altri autori (Persone)	De ChernatonyL (Leslie)
Disciplina	658.8
Soggetti	Branding (Marketing) - Management Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; CONTENTS; EDITORIAL REVIEW BOARD; Guest editorial; Principles of corporate rebranding; Positive and negative brand beliefs and brand defection/uptake; Who's who in brand communities - and why?; The attractiveness and connectedness of ruthless brands: the role of trust; Provenance associations as core values of place umbrella brands; Children's use of brand symbolism; Alternative perspectives on marketing and the place brand; Consumer perceptions of brand architecture in financial services; Employer branding and its influence on managers Desired and perceived identities of fashion retailers Undesired self-image congruence in a low-involvement product context
Sommario/riassunto	This e-book on Brand Management presents papers from two branding events in 2006; both the Thought Leaders International Conference on Brand Management, and The 2nd Academy of Marketing International Brand and Corporate Reputation Special Interest Group Colloquium. The papers aim to provoke new ideas on brand, corporate identity and reputation and to stimulate views on the epistemological foundations, the interpretations of the interrelationships and other substantial issues in this area.

