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Conceptualizing And Measuring Brand Relationship Quality; 10. Brand Forgiveness: How close brand relationships influence forgiveness
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Part III: How Goals and Identity Drive Consumers' Relationships with their Brands; 12. This Store Just Gets Me! Customer Chemistry and Its Role in Identity Construction; 13. The Transfer and Limitations of the Relationship Metaphor in Identity-Relevant Consumption Situations; 14. Teenagers' Purposive Brand Relationships: From social filters to shoulders to lean on; 15. Brands Can Be Like Friends: Goals and interpersonal motives influence attitudes toward preferred brands
Part IV: Managerial Applications of Consumer-Brand Relationship Ideas
16. Firing Your Best Customers: How smart firms destroy relationships using CRM; 17. On The Complexity of Managing Brand Relationships in a Social Media World; 18. Corporate Identity and its Reflective Effect in Developing Brand Relationships; 19. Brand Humanity: Transforming the business of building brands; Musings And Meditations: Where do we go from here?; Names Index; Brands Index; General Index

Sommario/riassunto

"The creation and management of customer relationships is fundamental to the practice of marketing. Marketers have long maintained a keen interest in relationships: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured and when and how they evolve and decline. While marketing research has a long tradition in the study of business relationships between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationships that form between consumers and their brands (such as products, stores, celebrities, companies or countries). The aim of this book is to advance knowledge about consumer-brand relationships by disseminating new research that pushes beyond theory, to applications and practical implications of brand relationships that businesses can apply to their own marketing strategies. With contributions from an impressive array of scholars from around the world, this volume will provide students and researchers with a useful launch pad for further research in this blossoming area"--
