

1. Record Nr.	UNINA9910791050903321
Titolo	Advancing branding research : a qualitative agenda / / guest editors Professor T. C. Melewar and Professor Bill Merrilees
Pubbl/distr/stampa	[West Yorkshire, England] : , : Emerald Group Publishing Limited, , 2014 ©2014
ISBN	1-78441-088-8
Descrizione fisica	1 online resource (80 p.)
Collana	Qualitative Market Research : An International Journal, , 1352-2752 ; ; Volume 17, Number 2
Disciplina	610.72
Soggetti	Qualitative research - England Social sciences - Research
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; Editorial advisory and review board; Guest editorial; Brand-building and the elements of success: discoveries using historical analyses; Interpretative narrative process research approach to corporate renaming; Brand meaning gaps and dynamics: theory, research, and practice; Contextualising brand consumption experiences: a multi-modal enabling technique
Sommario/riassunto	The papers in this ebook provide cutting-edge empirical studies in the domain of qualitative market research, applied to branding research. One aspect of the potential richness of qualitative research is the diversity of approaches to it. These articles present four diverse ways to conduct qualitative research in branding. The different research methodologies are themselves instructive for future branding research and also also reflect the benefit of using qualitative research to investigate difficult and complex aspects of branding research, which increasingly is inherent in the nature of bra