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Altri autori (Persone)	MacInnisDeborah J ParkC. Whan PriesterJoseph W
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Nota di contenuto	Half-title; Title; Copyright; Contents; Introduction; PART I. Fundamental Issues in Brand Relationships; 1. Lessons Learned About Consumers' Relationships With Their Brands; 2. Using Relationship Norms to Understand Consumer-Brand Interactions; 3. Brand Loyalty is Not Habitual; PART II. Goals, Needs, and Motives That Foster Brand Relationships; 4. Self-Expansion Motivation and Inclusion of Brands in Self: Toward a Theory of Brand Relationships; 5. Why on Earth Do Consumers Have Relationships with Marketers: Toward Understanding the Functions of Brand Relationships 6. Self-Brand Connections: The Role of Reference Groups and Celebrity Endorsers in Creation of Brand Meaning; 7. When Brands are Build from

Within: A Social Identity Pathway to Liking and Evaluation; 8. Group-Based Brand Relationships and Persuasion: Multiple Roles for Identification and Identification Discrepancies; PART III. Brand Meaning and Meaning Makers; 9. Collective Brand Relationships; 10. Building Brand Relationships Through Corporate Social Responsibility; 11. Ethnicity, Race, and Brand Connections; 12. Cultural Value Dimensions and Brands: Can a Global Brand Image Exist? 13. Understanding Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking 14. Luxury Branding; PART IV. Psychological and Behavioral Effects of Strong Brand Relationships; 15. Attitudes as a Basis for Brand Relationships: The Roles of Elaboration, Metacognition, and Bias Correction; 16. Putting Context Effects in Context: The Construction and Retrieval as Moderated by Attitude Strength (CARMAS) Model of Evaluative Judgment; 17. The Connection-Prominence Attachment Model (CPAM): A Conceptual and Methodological Exploration of Brand Attachment 18. Love, Desire, and Identity: A Conditional Integration Theory of the Love of Things 19. Customer Coping in Response to Relationship Transgressions: An Attachment Theoretic Approach; PART V. Conclusions and Research Directions; 20. Research Directions on Strong Brand Relationships; About the Editors and Contributors; Name Index; Subject Index

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### Sommario/riassunto

Brand relationships are critical because they can enhance company profitability by lowering customer acquisition and retention costs. Featuring chapters by well-known marketing and psychology scholars, this is the first serious academic book to offer a psychological perspective on the meaning of and basis for brand relationships, as well as their effects.

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