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Sommario/riassunto	"Brand is not only effective marketing tool. Brand is powerful multi structural socio-economic phenomenon, which combines traditional economic postulates and practices in the introjection of psychological and sociological characteristics of consumer. Traditionally, it is characterized by paradigmatic polarization, in which theories alternate by differently accentuating the need for econometric modelling as a baseline platform for optimizing managerial decision-making processes. Individual complicated structures of the intersection of its qualitative and quantitative aspects require not only specific professional and personal prerequisites of managers at any management levels, but also a developed supporting instrumentation of these processes. If company knows how to manage its value, brand has the potential to lead the company from the darkness of market mediocrity to the light of competitive uniqueness. The respect for contemporary trends in behavioral economics is the basic prerequisite for successful brand management. Thus, the main ambition of the monograph is not limited to a simple statement of existing approaches and trends, but its research character acquires a polemical dimension in the context of cross-sectional analysis of the behavioral aspects of brand management in various areas of business management in

specific market conditions"--
