

1. Record Nr.	UNINA9910798643603321
Autore	Park C. Whan
Titolo	Brand admiration : building a business people love // C. Whan Park, Deborah J. MacInnis, Andreas B. Eisengerich
Pubbl/distr/stampa	Hoboken : , : Wiley, , [2016] ©2016
ISBN	9781119308072 (eBook)
Descrizione fisica	1 online resource (291 pages) : color illustrations
Classificazione	BUS043000
Disciplina	658.8/27
Soggetti	Branding (Marketing) Strategic planning Decision making
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Machine generated contents note: List of Figures List of Tables Author Biographies Foreword Preface: What Makes This Book Different? SECTION 1: THE BIG PICTURE Chapter 1 Why Brand Admiration? Introduction The Value of a Brand The Brand Admiration Management System Endnotes: Chapter 1 Chapter 2 Living Examples of Admired Brands Introduction Overview Admired Brand in the B2b Market Admired Brand in Non-Profit (Service) Market Admired Brand in International Market Types of Brands Key Takeaways What About your Brand? Endnotes: Chapter 2 Chapter 3 The Science Behind Brand Admiration Introduction Overview Brand Admiration Brand Trust, Love and Respect How to Build Brand Admiration Key Takeaways Endnotes: Chapter 3 SECTION 2: BUILDING ADMIRER BRANDS Chapter 4 Building Admiration from the Inside Introduction Overview Employees as Brand Building Resources Creating a Meaningful Mission Statement Enabling, Enticing and Enriching Features That Make the Mission Statement Come to Life Enabling, Enticing and Enriching Employees as People Key Takeaways What About your Brand? Endnotes: Chapter 4 Chapter 5 Building Brand Admiration Among External Customers Introduction Overview The Brand Positioning Statement Strategic Decisions for Developing a Positioning Statement Positioning Statement and Financial Goals Key Takeaways What About your Brand? Endnotes: Chapter 5

Chapter 6: Building Top-of-Mind Brand Recall Introduction Overview  
Key Issues in Tom Brand Recall Enhancing Tom Brand Recall Using  
Logos Designing Logos, Brand Names, Product/Package Designs Jointly  
Key Takeaways What About your Brand? Endnotes: Chapter 6 SECTION  
3: STRENGTHENING AND LEVERAGING ADMIRER BRANDS Chapter 7:  
Strengthening Brand Admiration Introduction Overview Value  
Enhancement Strategies That Strengthen Brand Admiration Strategies  
That Manipulate Brand Benefits Strategies That Adjust a Benefit's  
Importance Weight Strategies That Create (Change) the Referent  
Thinking Broadly About Value Enhancement Strategies Key Takeaways  
What About your Brand? Endnotes: Chapter 7 Chapter 8 Leveraging  
Brand Admiration: Extension and Feedback Effects Introduction  
Overview Why Leverage an Admired Brand How to Leverage a Brand:  
Product and Brand Extension Strategies Key Takeaways What About  
your Brand? Endnotes: Chapter 8 Chapter 9 Leveraging Brand  
Admiration: Implementation Issues Introduction Overview When Are  
Product And Brand Extensions Most Likely To Be Successful? Is High Fit  
Always Necessary? Achieving Optimal Extension and Feedback Effects  
Over Time Key Takeaways What About your Brand? Endnotes: Chapter 9  
Chapter 10 Brand Architecture Design Introduction Overview Brand  
Naming Options in Brand Architecture Design Designing The Structure  
of The Company's Brand Architecture Criteria in Choosing a Branding  
Option in the Company's Brand Architecture Periodic Assessment of  
Brand Architecture Design Brand Architecture Design: Key Takeaways  
What About your Brand? Endnotes: Chapter 10 SECTION 4: ASSESSING  
THE VALUE OF ADMIRER BRANDS TO FIRMS AND CUSTOMERS Chapter  
11 Measuring Brand Equity Introduction Overview Perspective on Brand  
Equity Measuring Brand Equity Appeal of the Brand Equity Measure Key  
Takeaways What About your Brand? Endnotes: Chapter 11 Chapter 12  
Brand Dashboards Introduction Overview What Can a Brand Admiration  
Dashboard Do For You? The Brand Admiration Dashboard: An  
Illustrative Example Key Takeaways from This Chapter What About your  
Brand? Appendix Endnotes: Chapter 12 Afterword: Concluding  
Thoughts.

---

## Sommario/riassunto

"Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public

consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach"--

---