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Altri autori (Persone)	MacInnisDeborah J ParkC. Whan PriesterJoseph W
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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

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.
