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Nota di contenuto	Cover; Editorial advisory board; Guest editorial; The impact of reputation and identity congruence on employer brand attractiveness; Cityscape promotions and the use of place images at the Olympic Games; Brand equity, satisfaction, and switching costs; Diners' loyalty toward luxury restaurants: the moderating role of product knowledge; The impact of sound experiences on the shopping behaviour of children and their parents; How to support consumer-brand relationships
Sommario/riassunto	The 8th Brand, Identity and Corporate Reputation Conference was held at the Universidade Catolica Portuguesa (Porto) in the beautiful city of Oporto in April 2013, under the most able stewardship of the organizing chairs, Dr. Joana Machado and Dr. Leonor Carvalho, supported by the entire executive committee of the SIG. This ebook of carefully-selected chapters is the happy culmination of yet another successful conference, covering a broad, yet focused, range of issues in brand management today and providing truly international perspectives on brand consumption, B2B branding and consumer behavi

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Autore	Cunliffe, Barry W.
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