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Autore	Parment Anders <1972->
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Nota di contenuto	Contents; Preface; Introduction; 01 The car - fashion item or out of fashion?; How the car lost its advantage - emotional and functional rationales; Changes in societal values and the role of the car; The emergence of branded society; Aestheticization; Aestheticization of marketing channels: an extension of car makers' corporate identity programmes; Generational differences and the paradox of car image; 02 Competition, market structure and global challenges; Herd behaviour: car makers apply similar strategies; Being proactive - a sign of competitive and sustainable strategies Marketing intelligence and driving markets Transparency; Business overlap - competition gets tougher; Balancing traditional and emerging countries; 03 Marketing channels; Dealers will be necessary for the foreseeable future; Tensions between car makers, their national sales companies and dealers; Dealer control and channel power balance; Manufacturer-owned or franchised dealers?; Solus, dual or multi-franchising?; Competition from unauthorized actors; Model range expansion and complexity; Push and pull: a key indicator of industry health?; 04 Car buyer behaviour Buyers being less loyal - driving forces and effects The shifting power balance between companies and buyers; Car buyer preferences; Country differences; 05 Car cultures; The car as a cultural expression - a global phenomenon; History of car culture; The car and other means of transport; Differences across countries; 06 Automobile brands; Auto

brands are very valuable; The foundation of strong brands; Strong and weak auto brands; Weak brands - characteristics and implications; Stuck in the middle - brands with premium aspirations; How to deal with weak auto brands

Brands with a broader purpose give brand extension opportunitiesBMW; Mercedes-Benz; The Volkswagen Group; Porsche; General Motors; Volvo; Jaguar and Range Rover; Hyundai and Kia; Ford; Premium aspiration brands - a difficult position; The future of premium brands; Where has Mondeo Man gone? Premium brands going mass market; Beyond premium brands? Emerging values and consumer attitudes; The auto brand portfolio; 07 Sustainable business models; Sustainability - an absolute requirement in the future; Avoid focusing too much on customer satisfaction; Successful marketing communications

One-stop shopping - a competitive advantage in transparent markets? Small-scale or large-scale advantages; Successful dealer business models; The car industry: a great place to work?; Translating good ideas into action: a difficult path; 08 The car in the future; Mobility in the future: sustainable and individual mobility; The self-driving car; Alternative fuels; Future purchase criteria - the broader picture; References; Index

Sommario/riassunto

The car - once everybody's dream and a key status symbol in most countries and cultures - has been extensively questioned in the last decades and in the last few years particularly. Urbanisation, traffic congestion, pollution problems, heavy reliance on scarce oil supplies, safety issues and ever-growing competition, have all provided significant business challenges for the automobile industry. Many car manufacturers have had to fundamentally rethink their design, brand and marketing strategies to thrive in a savvy, consumer-led culture, and markets that are becoming increasingly restrictive
