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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 i
