

Brand Management

Research, theory and practice

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Charlotte F. Knudtzen and
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Brand Management Tilde Heding,Charlotte F. Knudtzen,Mogens Bjerre,2008-12-19 For over two decades it has been argued that the brand is an important value creator and should therefore be a top management priority However the definition of what a brand is remains elusive This comprehensive textbook presents the reader with an exhaustive analysis of the scientific and paradigmatic approaches to the nature of brand as it has developed over the last twenty years Taking a multi disciplinary approach and offering an exhaustive analysis of brand research literature it delivers a thorough understanding of the managerial implications of these different approaches to the management of the brand Brand Management Research Theory and Practice fills a gap in the market providing an understanding of how the nature of brand and the idea of the consumer differ in these approaches and offers in depth insight into the opening question of almost every brand management course What is a brand Internet Marketing Research: Theory and Practice Lee, Oon,2000-07-01 Internet marketing has become an important issue for many businesses around the world which have any form of commercial presence on the net It is often perceived that doing business on the Internet mostly requires competency in the technology area However as many dot com companies are failing due to lack of revenue generation which could be induced by the inadequate marketing and marketing research practitioners and scholars of e commerce are keen to obtain a better understanding of the whole phenomenon of Internet marketing To understand what is working as an Internet marketing strategy or tactic one needs to conduct marketing research using rigorous statistical methodology **Nutrition Education** Isobel Contento,2010-10-22 The role of nutrition education is to address the numerous personal and environmental influences on food choices and assist individuals in practicing healthy behaviors Nutrition Education Second Edition provides students with a simple straightforward model to easily design effective nutrition education Using a six step process it integrates theory research and practice providing advice on designing implementing and evaluating theory based nutrition education Fundamentals of Digital Marketing - (Theory, Practice, Assignments & Much More) Raj Padhiyar,2020-03-25 Digital Marketing Bible for students to master it completely Indian Express India's 1st academic book on Digital Marketing Fundamentals Of Digital Marketing guides students marketers to understand changing landscape of marketing growing importance of Digital Marketing beyond just theory or overview by Asia's renowned Digital Marketer Only Indian to receive a Doctorate in Digital Marketing DR RAJ PADHIYAR This book is NOT just about THEORETICAL KNOWLEDGE ABOUT DIGITAL but it is a compilation of interesting anecdotes key statistics case studies practical tools and above all It provides key insights on the Digital Marketing industry in a multilayered multi faceted land with simple lucid language Some of the important topics covered in the book include SEO Social Media Email marketing Website creation Content marketing Affiliate Marketing Freelancing techniques lead generation Influencer Marketing E commerce ORM 20 other topics etc All major topics are covered with relevant latest examples of successful digital campaigns by top Indian startups brands their results

which would give useful insights to students marketing managers This book has been launched at World Book Fair 2020 all the initial copies have been sold out in just 1 day This is a sort of academic book that guides students and marketers to understand the changing landscape of marketing and growing importance of digital marketing beyond just theory or overview India Education Diary Marketing Theory and Practice in Romania Nicolae Alexandru Pop, 2025-08-24 Over the last three decades the Romanian economy transitioned from a centralized nonmarket economy that outlawed private property to a thriving free market economy During this time it had to overcome non marketed mentalities the novelty of private ownership develop a civil society absorb numerous political shocks content with the global digital revolution and compete with foreign rivals This book explores the marketing experiences in Romania over this period to provide insights for other developing nations such as Asia Africa and South America It provides a blend of marketing concepts and analytical tools as well as case studies It explores such topics as artificial intelligence neuromarketing introduction to international marketing relationship marketing sports marketing retail marketing marketing in family businesses and tourism marketing to name a few This book is useful for researchers scholars academics students and practitioners interested in international marketing and marketing strategy particularly for developing nations Branding Inside Out Nicholas Ind, 2017-10-03 Internal branding is the cultural shift that occurs within an organization when employees become more customer focused By getting employees to truly commit to a brand's ideology internally companies will find that their brand messages are conveyed externally much more effectively Branding Inside Out is a multi contributor text containing chapters from an array of senior professionals and academics edited by the renowned branding expert and prolific author Nicholas Ind Branding Inside Out contains both new thinking and new practice on internal branding The new thinking chapters in the book feature original research on the principles that underpin effective internal branding programmes while the new practice chapters provide examples of how such companies as Patagonia NN Group and Adidas both attract new employees and build employee engagement Taken together these contributions and case studies form a vital book to help any marketer understand and implement successful internal branding programmes and win the active involvement of their people Online resources include supporting PowerPoint slides and case studies for each chapter **Decolonizing Marketing Theory and Practice** Hasan Gilani, 2024-11-22 In academic institutions worldwide the call to decolonize the syllabus curriculum and the entire university experience is growing louder and more urgent Yet the conversation must extend beyond blogs hashtags and social media trends This book dives deep into the critical need to challenge and transform the foundations of marketing education Addressing the urgent need for deeper conversations this book delves into the multifaceted process of decolonizing marketing theory and practice to foster a more inclusive field Through an insightful collection of contributions this book critically examines the entrenched roots of colonization capitalism and inequality urging us to move beyond simply adding non white authors and non Western case studies to the curriculum Decolonization should begin with a focus on inclusivity

and equality progressing towards the recognition and exploration of diverse contexts and paradigms Through rigorous analysis and innovative perspectives this book identifies key areas in marketing pedagogy that require decolonization urging a move away from exclusionary practices and Western centric ideologies It identifies crucial areas where texts knowledge and contexts need to be decolonized advocating for a paradigm shift from a culture of exclusion and Western centric ideologies to one that embraces inclusivity and a broad range of philosophical perspectives from the non Western world Aimed at researchers and academics in the field of marketing this book offers a profound exploration of teaching and learning dynamics from a more inclusive and diverse perspective By fostering engagement with a wider audience it seeks to enrich the discourse around marketing education with a more nuanced and enriched perspective Decolonizing Marketing Theory and Practice is an essential resource for those committed to creating a more equitable and comprehensive understanding of marketing in a global context Essays on congruence theory in marketing Robér Rollin,2022-09-30 Digital products are intangible goods mainly presented visually and acoustically to consumers in the form of videos images texts and music that can be bought downloaded or streamed via various web stores Their consumption primarily fulfills hedonic needs Before purchasing a consumer s interaction with a digital product is always mediated by technology Therefore consumers cannot directly judge the quality through touch and feel experiences This book diminishes the ability to evaluate digital products Therefore his thesis seeks to answer which product attributes have an impact on consumers product evaluation and purchase intention **Handbook of Research on Web Log Analysis** Jansen, Bernard J.,Spink, Amanda,Taksa, Isak,2008-10-31 This book reflects on the multifaceted themes of Web use and presents various approaches to log analysis Provided by publisher **Principles of Marketology, Volume 2** Hashem Aghazadeh,2017-04-28 Principles of Marketology Volume 2 focuses on the practical aspect and demonstrates the applications of marketology referring to market orientation internal marketing business market and competitive analysis concepts and techniques Then the modern marketology and its developments in the future are discussed At the of this volume as the appendix a handbook of marketology is presented in which a practical manual including simple and summarized descriptions of different needed parts and worksheets for executing marketology in an organization is depicted Key Marketing Metrics Neil Bendle,Paul W. Farris,Phillip Pfeifer,David Reibstein,2021-03-12 Measure manage and get the most out of your marketing Key Marketing Metrics is the definitive guide to today s most valuable marketing metrics In this thoroughly updated and significantly expanded book you will understand the pros the cons and the nuances of more than 50 of the most important metrics and know exactly how to choose the right one for every challenge With leading experts discover how to build your reputation by Using marketing dashboards to view market dynamics from multiple perspectives maximize accuracy and triangulate to optimal solutions Applying high value metrics for virtually every facet of marketing to maximise the return on your investment and identify the best new opportunities for profit Building models to assist with planning to give you the best

tools for decision making In its third edition this award winning book now includes the latest web online social and email metrics plus new insights into measuring marketing ROI and brand equity **The Oxford Handbook of Luxury Business** Pierre-Yves Donzé,Véronique Pouillard,Joanne Roberts,2022 This innovative volume brings together contributions from leading experts in the study of luxury to present the full range of perspectives on luxury business from a variety of social science approaches Topics include conceptual foundations and the evolution of the luxury industry the production of luxury goods luxury branding and marketing distributing luxury globalization and markets and issues of morality inequality and environmental sustainability The Oxford Handbook of Luxury Business is a necessary resource for all students and researchers of the field as well as for forward thinking industry professionals Where Sport Marketing Theory Meets Practice Brenda G. Pitts,2005 As SMA President and host of SMA II the second annual SMA Conference it gives me great pride to share this book with members of the Association as well as an extended readership base The collection of outstanding papers contained within this manuscript is drawn from over one hundred and fifty academic presentations delivered during the three day conference held in Memphis Tennessee November 18 20 2004 attracting more than three hundred sport marketing scholars professionals and students From Richard Irwin s preface A Word From the President

The Routledge Companion to Marketing Research Len Tiu Wright,Luiz Moutinho,Merlin Stone,Richard P. Bagozzi,2021-06-27 This single volume reference provides an alternative to traditional marketing research methods handbooks focusing entirely on the new and innovative methods and technologies that are transforming marketing research and practice Including original contributions and case studies from leading global specialists this handbook covers many pioneering methods such as Methods for the analysis of user and customer generated data including opinion mining and sentiment analysis Big data Neuroscientific techniques and physiological measures Voice prints Human computer interaction Emerging approaches such as shadowing netnographies and ethnographies Transcending the old divisions between qualitative and quantitative research methods this book is an essential tool for market researchers in academia and practice

Personal Brand Management Talaya Waller,2020-04-15 This book is the definitive resource for understanding the phenomena and process of personal brand management as it becomes increasingly valued in a global economy By providing a research based theoretical framework the author distills the concept of personal branding as it is applicable to individuals throughout all stages of career development as well as across industries and disciplines Extensively researched with numerous case studies this book clearly outlines the strategic process of evaluating the economic value of a personal brand to manage and scale it accordingly The author an expert in the field of personal brand strategy and management argues that a business is what a person or organization does but the brand is what people expect from that person or organization The two must align and the book s conceptual framework explains the theory and practice behind personal branding to accomplish this synergism The consequence of the digital age is unprecedented visibility for individuals and businesses As

they engage with one another in more and more virtual spaces the need for understanding and managing the evolving complexity of this personal engagement is an economic reality For this reason the framework in this title provides insight and perspective on all phases of a brand in its recursive life cycle both on and offline By providing clarity and structure to the topic as well as practical theory for its application this title is the ultimate primer on personal branding in theory and practice

Cuba's Digital Revolution Ted A. Henken, Sara Garcia Santamaria, 2022-09-20 A wide ranging examination of the ways digital technologies are impacting Cuba's Revolutionary project The triumph of the Cuban Revolution gave the Communist Party a monopoly over both politics and the mass media However with the subsequent global proliferation of new information and communication technologies Cuban citizens have become active participants in the worldwide digital revolution While the Cuban internet has long been characterized by censorship high costs slow speeds and limited access this volume argues that since 2013 technological developments have allowed for a fundamental reconfiguration of the cultural economic social and political spheres of the Revolutionary project The essays in this volume cover various transformations within this new digital revolution examining both government enabled paid public web access and creative workarounds that Cubans have designed to independently produce distribute and access digital content Contributors trace how media ventures entrepreneurship online marketing journalism and cultural e-zines have been developing on the island alongside global technological and geopolitical changes As Cuba continues to expand internet access and as citizens challenge state policies on the speed breadth and freedom of that access Cuba's Digital Revolution provides a fascinating example of the impact of technology in authoritarian states and transitional democracies While the streets of Cuba may still belong to Castro's Revolution this volume argues that it is still unclear to whom Cuban cyberspace belongs Contributors Larry Press Edel Lima Sarmiento Olga Khrustaleva Alexei Padilla Herrera Eloy Viera Caive Marie Laure Geoffray Ted A Henken Sara Garcia Santamaria Anne Natvig Carlos Manuel Rodriguez Arechavaleta Mireya Miguez Ramirez Ph D Abel Somohano Fernandez Rebecca Ogden Jennifer Cearn Walfrido Dorta Paloma Duong A volume in the series Reframing Media Technology and Culture in Latin America edited by Hector Fernandez L Hoeste and Juan Carlos Rodriguez Publication of the paperback edition made possible by a Sustaining the Humanities through the American Rescue Plan grant from the National

Endowment for the Humanities **Handbook of Research on Emerging Business Models and the New World Economic Order** Saiz-Alvarez, Jose Manuel, 2021-10-15 The COVID 19 pandemic is causing a radical change in both the economic and business paradigms that have ruled countries for decades Emerging models are leading to a new world economic order predictably led by China and the United States New forms of organization new ways of working remotely the strengthening of some industries to the detriment of others and the supremacy of technology to be able to work are going to change the economies as we know them today The Handbook of Research on Emerging Business Models and the New World Economic Order offers strategies economic policies social economic and political trends that will affect organizations to

increase their efficiency and labor productivity and change the world's business and financial structures. This book forecasts future business changes and prospective models structural or not for guiding the survival of small and medium enterprises, SMEs, multinationals, family firms, entrepreneurs, and NGOs in the post COVID-19 era. Covering topics such as business model creation, global sustainable logistics 4.0, and social and solidarity economy, this text is essential for economists, entrepreneurs, managers, executives, family firms, SMEs, business professionals, policymakers, students, researchers, practitioners, and academicians.

The SAGE Handbook of Marketing Theory Pauline Maclaran, 2009-12-22. This exciting new Handbook brings together the latest in debates concerning the development of marketing theory, featuring original contributions from a selection of leading international authors. The collection aims to give greater conceptual cohesion to the field by drawing together the many disparate perspectives and presenting them in one volume. The contributors are all leading international scholars chosen to represent the intellectual diversity within marketing theory.

Internal Communication Management Antonio Ragusa, 2011.

Handbook of Research on Social Marketing and Its Influence on Animal Origin Food Product Consumption Bogueva, Diana, Marinova, Dora, Raphaely, Talia, 2018-03-02. As marketing professionals look for more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. The Handbook of Research on Social Marketing and Its Influence on Animal Origin Food Product Consumption is a critical scholarly resource that examines the role of social marketing in understanding and changing behavior regarding the negative impacts of consuming animal-based foods. Featuring coverage on a broad range of topics such as the psychology of meat consumption, food waste, and meat substitutes, this publication is geared towards academicians, students, and professionals seeking current research on social marketing interventions and the demarketing of meat.

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