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Brand Management: A theoretical and practical approach gives insight into this phenomenon, moving from the history of the brand to how to develop, manage and protect brands. The book takes a decision-making approach to the subject, structured around the decisions a brand or product manager would face when considering their own brand strategy, covering topics such as design, judicial protection, adverse publicity and financial-brand valuation.

Riezebos, Brand Management: A Theoretical and Practical

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Brand equity and strategic brand management combine a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions...

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Brand management : a theoretical and practical approach

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Brand Management: A theoretical and practical approach should

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be of particular interest to both undergraduate and postgraduate students studying for a general marketing qualification as well as those specialising in Brand Management, Product Branding or Corporate Image/Branding.

Brand Management A Theoretical and Practical Approach

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Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go...

Brand Management Definition - investopedia.com

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Brand Management: Research, theory and practice

The systems management theory proposes that businesses, like the human body, consists of multiple components that work harmoniously so that the larger system can function optimally. According to the theory, the success of an organization depends on several key elements: synergy, interdependence, and interrelations between various subsystems. ...

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Brand equity increased the discounted future cash flows and revenue comparing to the same product did not have the brand name (Motameni & Shahrkhi, 1998). According to the second perspective, the premise of customer-based brand equity models is that the power of brand lies in what customers have responded, seen, read, heard, learned, thought ...

Theories and relevant models about branding

Bureaucratic management theory stresses clearly designated roles for employees and management based on hierarchies that streamline authority and make it clear who is in charge and who is not. However, Weber's theory cannot be reduced simply to a mechanical, systematized approach to managing human beings.

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