



Strategic Brand Management

By Richard Rosenbaum-Elliott, Larry Percy, Simon Pervan



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Strategic Brand Management, Third Edition uniquely analyses the social and cultural aspects of brand strategy and its influence on consumer perceptions around the world.

Written by experts in the field, it is designed to ensure students are confident in analysing traditional ideas of brand equity and positioning and are able to understand the emotional and cultural connections brands create and employ. The book's innovative framework separates a brand's concept into its functional and emotional parts to give students a complete understanding of how brands operate and compete for consumer loyalty.

In addition, brand management theory is applied to a wealth of engaging real-life case studies and full colour images clearly illustrate brand strategies in action. Diverse and dynamic examples include Red Bull, Fiat, and Virgin, as well as innovative Australian stationery brands, Scandinavian coffee companies, and international retail giants.

As a result, *Strategic Brand Management* is the complete and essential textbook for students aiming to develop their academic and professional skills and learn more about this challenging and profitable industry.

This textbook is accompanied by an integrated Online Resource Centre:

For students:

- Apply your research skills and widen your understanding of real-world brand management with our range of web exercises.
- Connect to relevant and reliable sources of online information using our chapter-by-chapter web links.

For registered lecturers:

- Adapt the accompanying PowerPoint slides as a basis for lecture presentations, or for use as hand-outs in class.
- Access links to a range of relevant articles, YouTube videos, and websites to

support your teaching.

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Editorial Review

Review

"This text provides leading coverage on wider contemporary aspects of brand management and a new dimension of emphasis on emotional and functional elements of branding and brand positioning."

--Dr. Vish Maheswari, Director of Postgraduate Programmes, Warrington School of Management, University of Chester

"The ideal textbook for those who want to go beyond the standard brand equity models to explore brands as an important social phenomenon"

--Dr. Sotiris T Lalaounis, Lecturer in Marketing, University of Exeter Business School

Review from previous edition: "Some wonderful crisp incisive writing that shines a light into the individual and interpersonal regions where brands operate. This textbook is outstanding on the emotional, psychological, and symbolic underpinning of brands and branding."

--Dr. James Freund, University of Lancaster

About the Author

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