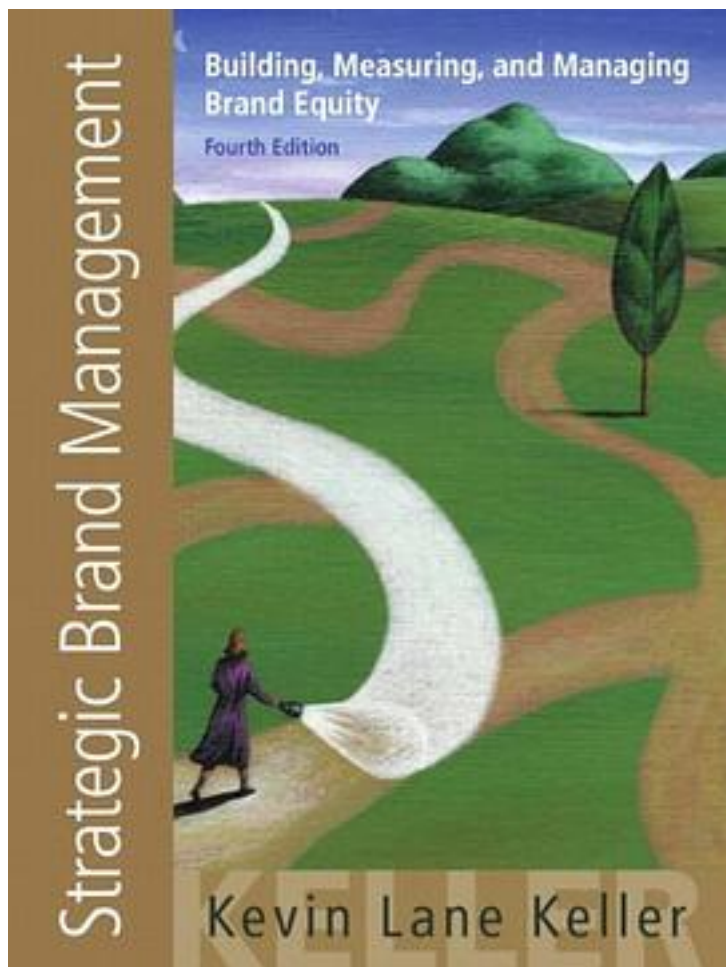


Strategic Brand Management



[Strategic Brand Management_下载链接1_](#)

著者:Richard Elliott

出版者:Oxford University Press, USA

出版时间:2007-02-08

装帧:Paperback

isbn:9780199260003

Strategic Brand Management approaches the subject of brand management from a unique socio-cultural perspective, providing students with an understanding of the

dynamics of the subject and enabling them to engage with the issues that lie within. While adopting this innovative framework, the book also integrates more traditional notions of the brand in terms of equity and positioning within that framework. Building on a solid theoretical underpinning, this textbook provides a rigorous grounding in the subject of brand management. The theory is applied to examples throughout, to enable students to understand the practical application. The framework for the book separates a brand's concept into functional and emotional parts, looking at purchases that fulfil a functional need and how these develop into emotional decision-making processes.

作者介绍:

目录:

[Strategic Brand Management_ 下载链接1_](#)

标签

管理学

emotion

brand,

评论

[Strategic Brand Management_ 下载链接1_](#)

书评

[Strategic Brand Management 下载链接1](#)