

The New Strategic Brand Management



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Adopted internationally by business schools, MBA programmes and marketing practitioners alike, "The New Strategic Brand Management" is simply the reference source for senior strategists, positioning professionals and postgraduate students.

Over the years it has not only established a reputation as one of the leading works on brand strategy but also has become synonymous with the topic itself. The new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking. Revealing and explaining the latest techniques used by companies worldwide, author Jean-Noel Kapferer covers all the leading issues faced by the brand strategist today, supported by an array of international case studies. With both gravitas and intelligent insight, the book reveals new thinking on a wealth of topics including: brand architecture and diversity strategies; market adaptation approaches; positioning in the private label and store brand environment, and much, much more. Whether you work for an international company seeking to leverage maximum financial value for your brand, or whether you are looking for practical guidance on brand management itself, Kapferer's market-leading book is the one you should be reading to develop the most robust and watertight approach for your company.

作者介绍:

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标签

战略品牌管理

品牌

商业

brand

Strategy,

设计

经济学

Management,

评论

老师的课的教材，废话实在太多了。。这老师就是思维发散但逻辑结构不行。。

概念分析多于操作指南的一本书。但对于构建知识框架还是很有用的。

用平实的语言介绍了品牌管理的细节知识，但语言确实啰嗦，500多页让人读起来有些无力

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书评

Kapferer is the best option for any one wants to know more about the brand management. He helps to sort the logic thinking pattern, and points out the most important factors that may influence the decision and result. Suggest read the most updated version,...

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