

Reinventing the Brand

'Best book of the year on brands.'

jean-noël kapferer

[re]inventing the brand

can top brands survive
the new market realities?



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Are the "classical" rules of brand management obsolete? These rules were created over 50 years ago in the United States under very different market conditions and realities. Since then, textbooks and thinking have maintained the same simplistic models of branding and are looking increasingly out of date. The realities governing global and national markets have changed, creating a fantastic challenge for top brands to embrace, these include: mega-distribution power, new consumer power bolstered by the internet, new unconventional Internet competition, consumer fragmentation, media fragmentation, the revolution of the euro, the rise of local identities in reaction to globalization forces, and finally the "trust fallout" following the BSE crisis. In this discussion, Jean-Noel Kapferer examines these major issues and influences that are affecting the future of brand management and shows us what is already at work in advanced companies worldwide. This title comprises over 30 accessible essays, all addressing key issues to stimulate and challenge the reader. "Reinventing the Brand" questions the basics of current brand thinking and explores the possible future for brands and brand management. Topics covered include: Beyond brand positioning shouldn't we speak more of brand mission?; Isn't time to forget about product brands and build dynamic branding architectures?; It is time to admit that brand extension is a necessity?; Shouldn't we stop opposing the corporate and the brand?; Should we really stop thinking about local brands? Brand image does not lead enough to brand usage - shouldn't we redefine brand leadership itself? What are the winning brand portfolios of the future?

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