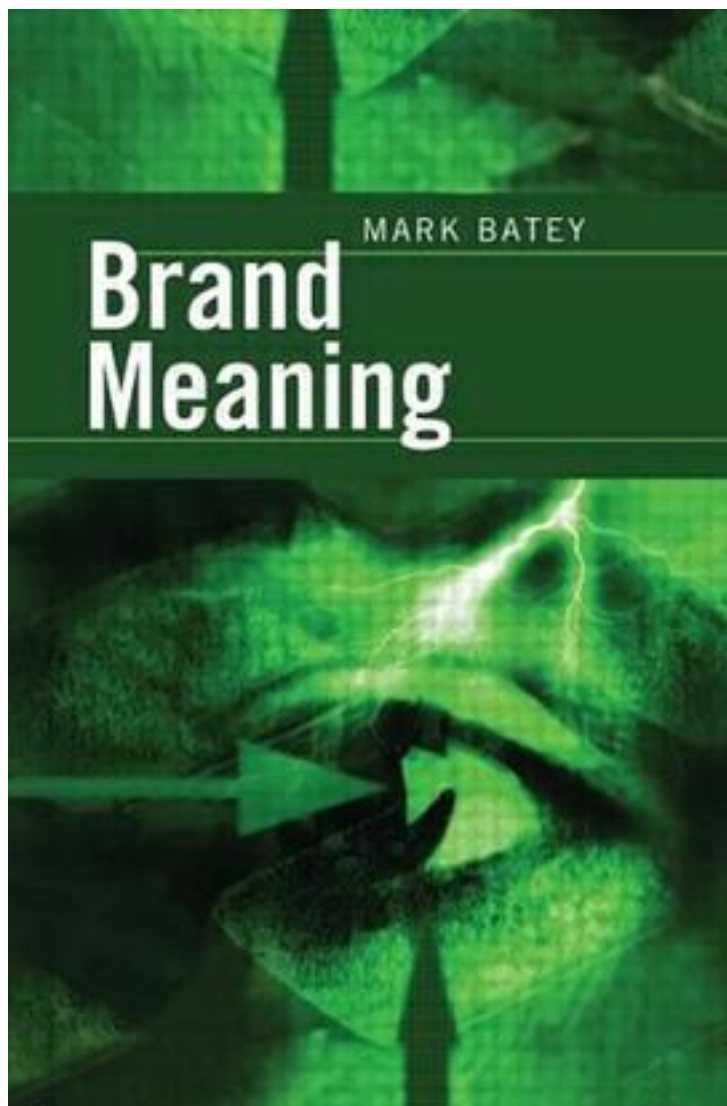


Brand Meaning



[Brand Meaning_下载链接1](#)

著者:Batey, Mark

出版者:

出版时间:2008-2

装帧:

isbn:9780805864540

How a company 'positions' a brand is not necessarily how the consumer perceives that brand. Brands allow marketers to add meaning to products and services, but it is consumers who ultimately determine what a brand means. The sources of brand meaning are many and varied, as are the ways in which meanings become attached to brands. Brand Meaning takes a comprehensive and holistic look at how consumers find and create meaning in brands. It explores the fundamental conscious and unconscious elements that connect people with products and brands. Traditional marketing concepts are questioned, and a new brand meaning framework is put forward. The book lays out new and fertile territory for the understanding of how brands can both assimilate and provide meaning. It will leave readers with a better appreciation of what brand means and what brands mean. Primarily intended as a supplemental reader for undergraduate, graduate and MBA courses, the book's scope should also make it rewarding and valuable reading for practitioners in the fields of marketing and advertising.

作者介绍:

目录:

[Brand Meaning_ 下载链接1](#)

标签

评论

[Brand Meaning_ 下载链接1](#)

书评

[Brand Meaning_ 下载链接1](#)