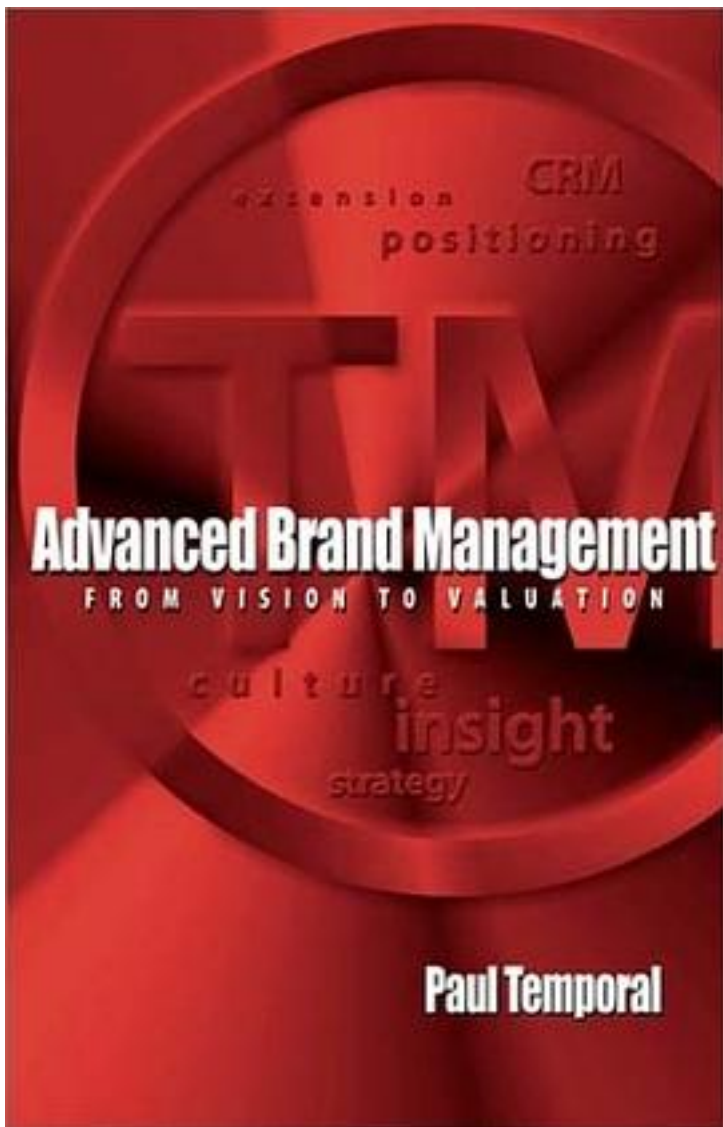


# Advanced Brand Management



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出版者:

出版时间:2010-3

装帧:

isbn:9780470824498

"Advanced Brand Management: From Vision to Valuation" has been specifically for anyone who wants to know how to manage the most valuable assets in the business world - brands. In this revised edition, Paul Temporal, one of the world's leading brand experts, presents a complete guide on developing and managing sophisticated strategies that will ensure sustainable brand value. Dr. Temporal gives answers to the many questions that are often asked, covering vital issues such as, How to gain valuable consumer insights How companies use emotion to secure brand success The differences and similarities between B2B and B2C branding How to create a brand vision How companies create power brand strategies What positioning strategies bring outstanding results How to look at and solve brand architecture challenges What to consider in extending, revitalizing, re-positioning and deleting brands, including co-branding How to build a brand culture, engage employees and carry out internal branding How to create a total communications strategy, including Corporate Social Responsibility (CSR) How to build a brand on the Internet Critical issues in brand management and the role of speed, agility and innovation How to structure brand guardianship and management How to track brand success and areas for improvement Whether you are in control of an established company, starting up a new one, or have responsibility for a brand in any industry or sector, this book is a great investment. More than 25 case studies play their part in delivering a practical approach to the topics, helping you learn from the good and not-so-good international brand management initiatives. Revised and updated, the cases include: Google YouTube, MySpace and Facebook Zara Caterpillar Intel LVMH Yahoo Unilever Hallmark Dubai Aluminium LG and Samsung Dell HSBC Philips Starbucks United Overseas Bank Apple Lenovo The Obama-Clinton brand battle Plus more This stimulating book also features a brand management toolkit where you will find an invaluable collection of questions, exercises and notes culled from Dr Temporal's wealth of experience. The toolkit will provide you with your own personal consultancy checklists and support to improve and secure your brand equity. This and the rest of the chapters complete the most indispensable and practical book on brand management ever written.

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business

## 评论

我就是觉得很好玩...其实从文字转变成数字=转了logo,在这期间是可以做product launch,顺便很好的机会做一下品牌教育/brand DNA,etc.  
但又似乎不是从此就转用新logo,so...

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## 书评

this book list the whole brand strategy building process step by step, you can directly use these brand management tools to build your startegy 很多case study  
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