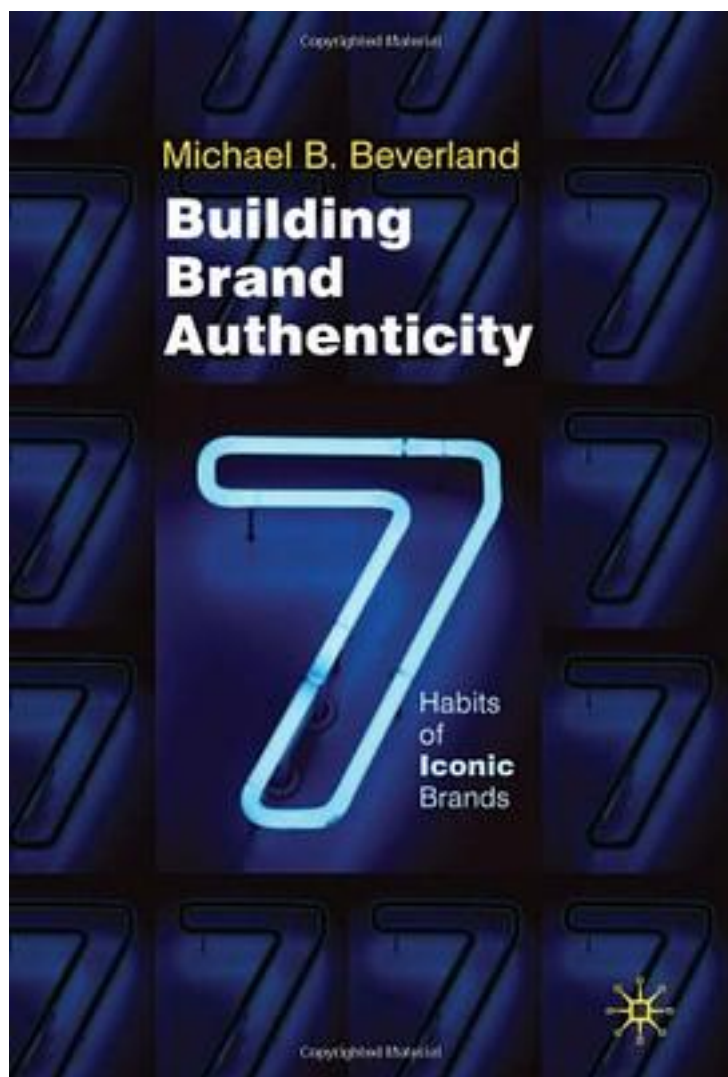


Building Brand Authenticity



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著者:Beverland, Michael

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In an age of increasing consumer cynicism towards brands, marketers are being urged to become more authentic. Yet, how can brands project authenticity when many people believe commercial objects are by definition, fake? Building Brand Authenticity identifies how marketers can create brands that reflect consumers' desired identity or authentic self. Rather than overtly stating that your brand is 'authentic,' or 'real,' brands gain authenticity through warts 'n all story-telling, a living heritage, a genuine love of craft, and sincere commitments to action. Based on extensive research with consumers and brand managers this book offers seven guiding principles for building brand authenticity: tell rich stories, appear as artisanal amateurs, stick to your roots, love of production, immerse yourself in the consumer's world, connecting to place/space, and building cult-like devotion among staff. The book draws on case studies of brands that have achieved sustained success but are rarely featured in business branding books. Examples include W. Britain's Toy Soldiers, Chateau Margaux, Bruichladdich, Dilmah Tea, The Morgan Motor Company as well as more traditional examples such as Apple, Dyson, Louis Vuitton, Jack Daniels and Virgin.

作者介绍:

迈克尔·毕弗兰德 (Michael Beverland) , 澳大利亚皇家墨尔本理工学院 (the Royal Melbourne Institute of Technology in Australia) 教授, 是一名品牌营销研究者、作家和演说家。

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书评

这篇书摘里我喜欢的句子：“滑板族会惺惺相惜，穿匡威鞋的人群会聚在一起……”
“例如，苹果电脑用户将自己称为‘苹果人’”
“品牌从能唤起社会影响力的营销中获得意义，如哈雷摩托的喜好者将摩托车视为自由思想的载体”
“有些品牌帮助购买者定义自我或者明确想要成为什么...”

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