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Brand Management: Research, Theory And Practice



Synopsis

For more than three decades it has been argued that the brand is an important value creator and should be a top management priority. However, the definition of what a brand is remains elusive. **BRAND MANAGEMENT: RESEARCH, THEORY, AND PRACTICE** fills a gap in the market, providing an understanding of different 'schools of thought' in brand management and offers deep insight into the opening question of almost every brand management course: 'What is a brand?' This comprehensive second edition offers an exhaustive scientific analysis of various approaches to brand management developed over the past thirty years. It also delivers a thorough understanding of the strategic and managerial implications of different brand perspectives.

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