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Presenting the basics of brand management, the book provides both a theoretical and practical guide to brands, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. In a world in which social media and inclusive digital platforms have increased customer engagement, the role of brands and branding has changed.

Brand Management: Co-creating Meaningful Brands 1st Edition

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"Strategic Brand Management is an insightful book that provides a modern take on brand management and reveals cutting-edge research frameworks that are directly applicable for managing brands locally and globally. A must-read for current and future brand managers!"--Sonia Alokparna, Rutgers University

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Your brand will remind you of your product goals and help you stay on track. Even if this is the case, however, Brand and Product Management are different. Brand people come usually from creative backgrounds, where they try to combine user research, psychology and design to find out what matters the most for potential audiences.

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Brand Management: A Theoretical and Practical Approach ...

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Brand Management Definition - investopedia.com

Brand management is a function of marketing that uses special techniques in order to increase the perceived value of a product (see: Brand equity). Based on the aims of the established marketing strategy, brand management enables the price of products to grow and builds loyal customers through positive associations and images or a strong ...

Brand management - Wikipedia

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