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The New Strategic Brand Management: Creating and Sustaining
Brand Equity Long Term. With both gravitas and intelligent
insight, the book reveals new thinking on a wealth of topics
including: brand architecture and diversity strategies; market
adaptation approaches; positioning in the private label and store

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brand environment, and much, much more.

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professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself.

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Jean-Noel Kapferer is the European authority on brand management. He is internationally recognised as one of the worldwide leading specialists on brands and one of the most influential. He has promoted radical new concepts and methods, written eleven books on communication and brands.

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The "New Strategic Brand Management" will provide all marketing and brand managers with a thorough understanding of the new rules of brand management and how to put them into practice. (source: Nielsen Book Data)

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The New Strategic Brand Management: Advanced Insights and Strategic Thinking. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka, plus models and frameworks such as the Brand Identity Prism, it remains at the forefront of strategic brand thinking.

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For the brand managers, this study implies that the development
of an interpersonal consumer-brand bond can be developed by
employing benefit brand positioning strategy, surrogate brand ...

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Moving beyond marketing, The New Strategic Brand Management addresses the bigger picture, integrating other components such as business models, HR and finance into brand building. It analyses the specifics of brands in B2B, services, distribution, the internet and the luxury sector.

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The role of strategic brand management is to take the brand equity of the company to new heights through sequential steps which add value to the brand and ultimately position the brand strongly in the mind of the customers.

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