



Strategic Brand Management

By Richard Rosenbaum-Elliott, Larry Percy, Simon Pervan

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Strategic Brand Management, Second Edition, adopts an innovative socio-cultural perspective that provides students with an understanding of the dynamics of the field and enables them to engage with the issues that lie within. At the same time, the text also integrates more traditional notions of the brand in terms of equity and positioning. The wide experience of the author team--from consulting with industry leaders to teaching demanding MBA and executive development courses--has resulted in a text full of exciting ideas that are firmly grounded in managerial implications and applications.

Building on a solid theoretical foundation, the authors also apply theory to examples throughout, helping students to understand the practical applications of brand management. By using a wealth of new and up-to-date illustrative examples and case material--including coverage of high-tech innovation--they have created a text that is both cutting-edge in terms of theory and also accessible to students.

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Review

"Some wonderful, crisp, and incisive writing that shines a light into the mysterious individual and interpersonal regions where brands operate. This textbook is outstanding on the emotional, psychological, and symbolic underpinning of brands and branding. "--Jim Freund, University of Lancaster

About the Author

Larry Percy is Visiting Professor at the University of Oxford and an advertising communications consultant. He has worked for a number of leading advertising agencies in the United States, including Lintas and Young and Rubicam, and has taught marketing theory, advertising strategy, and advertising research at Carnegie-Mellon University and the University of Pittsburgh. He is the author of several other books on advertising and marketing communications and sits on the editorial board of a number of journals, including the Journal of Marketing Research. He is also a former Industry Director of the Association for Consumer Research in the United States. Richard Elliott is Professor of Marketing and Consumer Research, Warwick Business School, and prior to this was Professor of Marketing at the University of Exeter. He has worked in brand management with a number of multinationals and was formerly account manager at the international advertising agency Norman, Craig and Kummel. He has published articles in numerous journals and taught at Lancaster University, the London Business School, and the ESSEC in Paris. His research interests include socio-cultural aspects of advertising, dysfunctional consumer behaviour, and consumption and self-identity issues.

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