

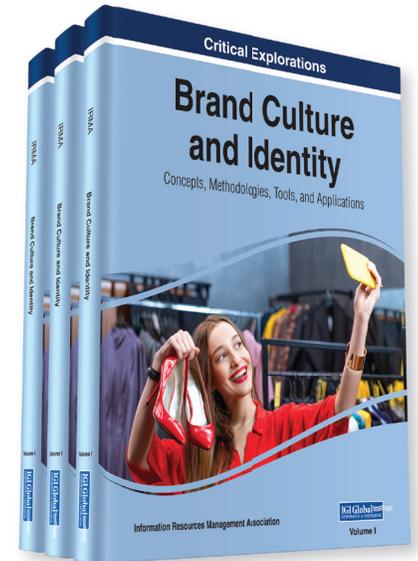
Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications

Information Resources Management Association (USA)

Description:

The world of brands is undergoing a sea change in the domain of consumer culture, and it has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace.

Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as consumer behavior, advertising, and emotional branding, this multi-volume book is ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.



ISBN: 9781522571162

Release Date: October, 2018

Copyright: 2019

Pages: 1,556

Topics Covered:

- Advertising
- Brand Communication
- Brand Equity
- Brand Loyalty
- Brand Management
- Consumer Behavior
- Consumer Engagement
- Emotional Branding
- Marketing

Hardcover: \$2,150.00

E-Book: \$2,150.00

Hardcover + E-Book: \$2,600.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA