Holistic Approaches to Brand Culture and Communication Across Industries

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:
The world of brands is undergoing a sea of change in the domain of consumer culture and it has become a challenge to cater to the minds of audiences. As such, effective branding has moved from being product- and service-oriented to organizational- and social movement-oriented.

Holistic Approaches to Brand Culture and Communication Across Industries is a pivotal reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Featuring extensive coverage on relevant areas such as consumer behavior, observational research, and brand equity, this publication is an ideal resource for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.


Topics Covered:
- Brand Equity
- Celebrity Endorsement
- Consumer Behavior
- Cross-Cultural Branding
- Marketing
- Observational Research
- Public Relations
- Social Media

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