

New Strategic Brand Management Kapferer

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New keys to success in luxury management [Jean Noël Kapferer] The Luxury Strategy by Vincent BASTIEN Brand Personality, Personas \u0026 Archetypes /w Stephen Houraghan – JUST Branding Podcast 1.7 Brands and Bulls**t: Branding For Millennial Marketers In A Digital Age (Business \u0026 Marketing Books) How to build great brand identity with Kapferer's prism and Archetypes **Course Description: Strategic Brand Management** New Strategic Brand Management Kapferer

Adopted internationally by business schools and MBA programmes, this book is the ultimate resource for senior strategists, positioning professionals and postgraduate students to understand and overcome the challenges of brand management and strategy today, written by the leading international expert of branding, Jean-Noël Kapferer. The New Strategic Brand Management is simply the reference source for branding professionals and postgraduate students. Over the years it has not only ...

The New Strategic Brand Management: Advanced Insights and ...

The new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking. Revealing and explaining the latest techniques used by companies worldwide, author Jean-Noel Kapferer covers all the leading issues faced by the brand strategist today, supported by an array of international case studies.

The New Strategic Brand Management: Creating and ...

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The New Strategic Brand Management : Jean-Noel Kapferer ...

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The New Strategic Brand Management - Kogan Page

This item: The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand... by Jean-Noël Kapferer Paperback \$46.34. Only 10 left in stock - order soon. Ships from and sold by ---SuperBookDeals. The Management of Luxury: An International Guide by Benjamin Berghaus Paperback \$39.95.

The New Strategic Brand Management: Advanced Insights and ...

Kapferer, a French management professor, crafts elaborate theories and practical ideas regarding brand awareness, global branding, multibrands and brand territories. While his coverage of generics is paltry, his extensive analyses of branding strategies and his case studies (GE, Black & Decker, Proctor & Gamble) are extraordinary, as are his procedures on calculating the value of a brand.

Strategic Brand Management: Kapferer, Jean-Noel ...

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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Adopted internationally by business schools, MBA programs, and marketing practitioners, The New Strategic Brand Management is the reference source of choice for senior strategists, positioning professionals and postgraduate students. Over the years it has established a reputation as one of the leading works on brand strategy.

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New Strategic Brand Management Kapferer

Jean-Noël Kapferer is an expert on brand management. His book The New Strategic Brand Management (published by Kogan Page) is a key reference work for MBA programs worldwide. nbsp; He holds the...

Strategic Brand Management: Creating and Sustaining Brand ...

The Kapferer Brand Identity Prism model is a widely accepted model in the marketing world. The prism visualises six aspects of a brand identity, namely: physique, personality, culture, self-image, reflection, and relationship. This model connects with brand management and enables the brand manager to look at the brand from different perspectives.

What is the Kapferer Brand Identity Prism? Definition and ...

Jean-Noel Kapferer is an internationally recognized thought leader on brands and brand management. A professor at HEC Paris , he holds a PhD from Northwestern University (USA) and is an active consultant to many European , Asian and American corporations.

Jean-Noël Kapferer - Kogan Page

The New Strategic Brand Management is simply the reference source for branding 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.

Adopted internationally by business schools, MBA programmes and marketing practitioners alike, The New Strategic Brand Management is simply the reference source for senior strategists, positioning

professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but has also become synonymous with the topic itself. Jean-Noël Kapferer covers all the leading issues faced by the brand strategist today, supported by an array of international case studies. With both gravitas and intelligent insight, it reveals new thinking on topics such as putting culture and content into brands, the impact of private labels, the new dynamics of targeting and the comeback of local brands. This updated fifth edition of *The New Strategic Brand Management* builds on its impressive reputation by including new information to enable students and practitioners to stay up to date with targeting, adding recent research and market knowledge to the discipline. 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, among other things, models and frameworks such as the Brand Identity Prism, it remains at the forefront of strategic brand thinking.

Adopted internationally by business schools, MBA programs, and marketing practitioners, *The New Strategic Brand Management* is the reference source of choice for senior strategists, positioning professionals and postgraduate students. Over the years it has established a reputation as one of the leading works on brand strategy. The fifth edition builds on this impressive reputation and keeps the book at the forefront of strategic brand 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. Explaining the latest techniques used by companies worldwide, author Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels, the new dynamics of targeting and the comeback of local brands.

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"The art of building sales is, to a large extent, the art of building brands. After reading Kapferer's book, you'll never again think of a brand as just a name. Several exciting new ideas and perspectives on brand building are offered that have been absent from our literature".--Philip Kotler".An invaluable reference for designers, marketing managers and brand managers alike".--Design magazine.

The Luxury Strategy, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of *The Luxury Strategy* explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy.

This book addresses the No 1 challenge of all major luxury brands today: How can these brands pursue their growth yet remain luxury? How do you reconcile growth and rarity? Kapferer on Luxury offers a selection of the most recent and insightful articles and original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst. Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization. It also explores in detail facing the demand of the Chinese clients, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity and more. As such, *Kapferer on Luxury* is the perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students willing to deepen their understanding of this major luxury challenge.

Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the *Journal of Brand Management* explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide, the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, *Advances in Luxury Brand Management* is essential reading for upper level students as well as scholars and discerning practitioners.

The definitive guide to managing a luxury brand, newly revised and updated *What defines a luxury brand?* Traditional wisdom suggests that it's one that's selective and exclusive—to such a degree that only one brand can exist within each retail category (automobiles, fragrances, cosmetics, etc.). But this definition is inherently restrictive, failing to take into account the way in which luxury brands today are increasingly identified as such by their placement in stores and how consumers perceive them. This revised and updated edition of *Luxury Brand Management*, the first comprehensive book on luxury brand management, looks at the world of branding today. Written by two renowned insiders, the book builds on this new, broader definition of luxury and examines more than 450 internationally known brands from a wide range of industries. Packed with new information covering the financial crisis's impact on luxury brands, and looking towards a new period of growth, the book reconciles management, marketing, and creation with real-life examples and management tools that the authors have successfully used in their professional careers. Includes dedicated chapters focusing on each of the main functions of a luxury

brand, including brand creation, the complexity of managing brand identity, the convergence of arts and brands, and much more Addresses the practical functions that can make or break bottom lines and affect brand perception, such as distribution, retailing, logistics, and licensing Focuses on brand life-cycle, brand identity, and licensing issues A compelling and comprehensive examination of the different dimensions of luxury management in various sectors, this new edition of the classic text on brand management is essential reading for anyone working with or interested in making the most of a luxury brand in the post-recession world.

For over two decades, it has been argued that the brand is an important value creator and should therefore be a top management priority. However, the definition of what a brand is remains elusive. This comprehensive textbook presents the reader with an exhaustive analysis of the scientific and paradigmatic approaches to the nature of brand as it has developed over the last twenty years. Taking a multi-disciplinary approach and offering an exhaustive analysis of brand research literature, it delivers a thorough understanding of the managerial implications of these different approaches to the management of the brand. Brand Mangement: Research, Theory and Practice fills a gap in the market, providing an understanding of how the nature of brand and the idea of the consumer differ in these approaches and offers in-depth insight into the opening question of almost every brand management course: "What is a brand?"

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