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The Handbook of Brand Management explains the ins and outs of managing brand names in today's fast-changing, competitive marketplace. Developed by marketing expert David Arnold to answer managers' actual questions about brands, this essential guide combines expert advice with the stories of thirteen successful companies from around the world. This book describes how to research, target, budget, and promote new brand.

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HANDBOOK ON BRAND AND EXPERIENCE MANAGEMENT. The Center partnered with Edward Elgar Publishing to edit and publish the first ever Handbook on Brand and Experience Management (released January 2009), drawing together the interdisciplinary research of leading academics worldwide, and a selection of global brand practitioners.. The Handbook can be purchased here.

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The Handbook Of Brand Management - Walmart.com

Finally somebody has taken the time to put together a significant number of brand management scales that are designed to help professors, students and business leaders understand the multiple facets of brands. The book is easy to use and well structured.

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This chapter regroups different scales which aim at measuring the perceived brand differentiation under different angles. The differentiation strategy is a key to occupying a unique and favourite place in the minds of consumers and it improving perceptions of product performance and quality, reducing the vulnerability to competitive marketing actions and enhancing brand loyalty.

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