

Just Brands

Marc-Christian Riebe

Myths of Branding Simon Bailey, Andy Milligan, 2019-01-03 A brand is just a logo - everyone knows that, don't they? After all, it's not as though a good brand can save a bad business, and besides, the digital revolution is making branding irrelevant... Myths of Branding, written by renowned branding experts Andy Milligan and Simon Bailey, explores the huge number of misguided, mistaken and blatantly false myths that abound in the branding arena. From the belief that developing brands is nothing more than fiddling with logos, to the perception that it's a 'soft' area of marketing that doesn't go beyond visual identity - these myths are all surprisingly entrenched, yet could not be further from the truth. Myths of Branding takes the most up-to-date research and evidence to debunk these popular misconceptions, and replaces them with the reality of what it's really like to work in the world of branding. Jam-packed with entertaining anecdotes and useful information that practitioners can learn from, it guarantees a deeper, sharper understanding of the realities of branding and brand management.

Passion Brands Kate Newlin, 2009-12-02 We at Hershey's know something about brands that ignite genuine passion. In Passion Brands, Kate unlocks the secrets, showing how passion grows as special brands conscript a loyal following to spend precious social and financial currency. It's a fast, hot read, full of tips and tactics you can apply today and feel tomorrow on the bottom line.-Dave West, President and CEO, The Hershey Company Kate is dissecting passion as a branding exercise. Timely, thoughtful and as ever erudite. I love reading her stuff.-Paco Underhill, author of Why We Buy Kate Newlin is one of the sharpest brains in consumer marketing.... Her success in creating, building and reinventing brands should make this work invaluable.-Daryl Brewster, chairman and CEO, Krispy Kreme Kate is quite simply one of the smartest individuals I've met in business.... Her raw creativity, coupled with a profound understanding of our culture, market space and consumers make for remarkably actionable thinking.-Jim Bechtold, director, Proctor & Gamble What makes some brands stand out from the pack year after year? In a vast marketplace glutted with countless pretty good brands, how are some products able to command unquestionable customer loyalty and lasting enthusiasm? Veteran business strategist Kate Newlin defines the key ingredients that go into passion brands-brands that we recommend to friends wholeheartedly, with a joyous, even evangelical zeal. Passion brands inspire an emotional attachment. Unlike consumer fads, we become personally invested in them, sometimes even more so than we do with our friends and loved ones. Newlin identifies the social factors that have made passion brands the driving force in consumer marketing today. Based on proprietary research, which makes use of in-depth interviews with company executives as well as state-of-the-art analytics, she answers the following key questions: ?Are there common characteristics that enable passion brands to become carriers of personal meaning? What is the financial impact on a company that produces a passion brand? Do passion brands create a halo over the stock prices? She notes that in a world of almost unlimited consumer choices, the old rules of marketing just don't work anymore (product, package, position, price, and promotion). Now marketers must react to consumers in real time, encouraging brand democracy in which users can help decide a product's characteristics, from size and color to how it should be marketed. Passion Brands is must reading for entrepreneurs and denizens of corporate cubicles and boardrooms alike. Kate Newlin (New York, NY), the principal and founder of Kate Newlin Consulting, is the author of Shoppportunity! How to Be a Retail Revolutionary, which was on the Oprah Selects list of O magazine in 2006 and was also a recommended selection of the 2006 Harvard Business Review. With over 25 years of experience in business strategy and marketing, Newlin has worked with a broad cross-section of Fortune 500 businesses, including McDonald's, Pennzoil/Quaker State, Kraft, Hasbro, Cigna, GE Capital, Waldenbooks, LensCrafters, and others.

The Journey to a Personal Brand Douglas Commaille, 2017-12-12 Transitions in life are now a reality for everyone. This book takes you through the journey to create your own Personal Brand and take ownership of and address these transitions based on your values, career, skills, knowledge and aims. A Personal Brand is a positive in the reader's life – professionally, personally and psychologically. It builds people's confidence and is founded on who they are, their achievements and successes, as well as their technical and person-to-person skills. Drawing upon well-known Personal Brands, including Walt Disney, Nelson Mandela and Steve Jobs, The Journey to a Personal Brand forces readers to reevaluate themselves critically and honestly. Readers are guided through creating a distinctive brand from scratch through to launching it on digital media. This intensely practical guide is essential reading for the professional, the return-to-worker, the student and early retiree alike or those wishing to improve their life and bring added value to their careers, personal profile or reputation.

Managing Indian Brands S Ramesh Kumar, 2009-11-01 The text bridges the gap between academic concepts and marketing practice. The theory is blended with apt real-life case studies that would enable the reader to get an integrated view of how brands could make use of marketing concepts to formulate strategies.

Political Brands Ciara Torres-Spelliscy, 2019 From 'I Like Ike' to Trump's MAGA hats, branding and politics have gone hand in hand, selling ideas, ideals and candidates. Political Brands explores the legal framework for the use of commercial branding and advertising techniques in presidential political campaigns, as well as the impact of politics on commercial brands. This thought provoking book examines how branding is used by citizens to change public policy, from Civil Rights activists in the 1960s to survivors of the 2018 Parkland massacre.

Brand Management Michael Beverland, 2018-01-27 Presenting the basics of brand management, the book provides both a theoretical and practical guide to brands, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. In a world in which social media and inclusive digital platforms have increased customer engagement, the role of brands and branding has changed. The line between the producer and the consumer has become blurred; consumers are no longer the recipients of brand identity, but the co-creators, playing a significant role in shaping new products and systems. To help students better understand the basics of brand management, and the co-creation theory, the book includes a collection of geographically diverse case studies, including: Burger King, Lego, Lynx, Maserati, HSBC and Vegemite. The book is complemented by online resources for lecturers and students, including PowerPoint slides, journal articles, web and video links, and a selection of exclusive videos with a professional brand consultant. Suitable reading for students of branding and brand management modules.

Beloved and Dominant Brands: The Brand Ecosystem that Drives Better-for-you Brands from One of Many to Category Prominence David E. Lemley, 2019-09-06 Beloved and Dominant: The Brand Ecosystem that drives better-for-you brands from one of many to category prominence is a tactical marketing guide to use your brand as a competitive differentiator to move from one-of-many to category prominence. Each chapter dives into strategies and tactics to move your marketing from merely executional thinking to brand ecosystem thinking. Each chapter included tactics to demonstrate the strategy in action, case studies, and ends with a series of questions designed to force introspection – that will take you, your marketing, and your brand to category prominence. The first step is to form a strong educational platform that informs and inspires both fans and newcomers to your brand way beyond mere features and benefits, with a goal of creating stark raving fans. Once people are educated the next step is to navigate the everchanging landscape of public relations and public opinion. This goes way beyond getting respected, influential people to talk about your brands and products. Your brand needs

to become unmistakably transparent and reliable, but benefits, value, and appeal aren't enough. The next chapter discusses the importance of sharing your message in a way that broadcasts your brand's bat signal to your tribe. People need to adore not just your product but what it stands for. Next, you need to be found. Packaging plays a big part beyond its Instagram-ability as it is often the first and only salesperson your product has. There is a science to standing out on shelf and delivering the right information to make a consumer pick it up. Once all these parts are in place you can communicate with your audience and enroll them at every turn. The conclusion covers how you can tap an engaged market through email, The beloved and dominant brand ecosystem will teach better-for-you consumers to crave your brand with their mind, body, and soul.

Category Creation Anthony Kennada, 2019-10-15 Lessons from HubSpot, Salesforce, Gainsight and Other Iconic Brands The Uber of this The Salesforce of that It's like Instagram, but for... There is no such thing as an original idea anymore - right? Actually, it turns out that the world's most innovative companies have created so much more than just brand new products and technology. They've created entirely new market categories. The challenge is that successfully building new categories requires a perfect storm of luck and timing. Or does it? Category Creation is the first and only book on the topic written by executives and marketers actively building new categories. It explains how category creation has become the Holy Grail of marketing, and more importantly, how it can be planned and orchestrated. It's not about luck. You can use the same tactics that other category-defining companies have used to delight customers, employees, and investors. There's no better strategy that results in faster growth and higher valuations for the company on top. Author Anthony Kennada, former Chief Marketing Officer at Gainsight, explains how he led Gainsight in creating the "customer success" category, and shares success stories from fellow category-creators like Salesforce, HubSpot and others. It requires much more than just having the best product. You have to start and grow a conversation that doesn't yet exist, positioning a newly discovered problem in addition to your company and product offerings. The book explains the 7 key principles of category creation, including the importance of creating a community of early adopters who will rally around the problem they all share—especially if someone will lead them. · Identify the "go" and "no go" signals for category creation in your business · Activate customers and influencers as brand ambassadors · Grow a community by investing in live events and experiences · Prove the impact of category creation investments on growth, customer success, and company culture Written for entrepreneurs, marketers, and executives from startups to large enterprises, Category Creation is the exclusive playbook for building a category defining brand in the modern economy.

Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2018-10-05 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.

Romancing the Brand Tim Halloran, 2014-01-07 A young woman tells a focus group that Diet Coke is like her boyfriend. A twenty-something tattoos the logo of Turner Classic Movies onto his skin. These consumers aren't just

using these brands. They are engaging in a rich, complex, ever-changing relationship, and they'll stay loyal, resisting marketing gimmicks from competitors and influencing others to try the brand they love. How can marketers cultivate and grow the deep relationships that earn this kind of love and drive lasting success for their brands? In *Romancing the Brand*, branding expert Tim Halloran reveals what it takes to make consumers fall in love with your brand. Step by step, he reveals how to start, grow, maintain, and troubleshoot a flourishing relationship between brand and consumer. Along the way, Halloran shares the secrets behind establishing a mutually beneficial "romance." Drawing on exclusive, in-depth interviews with managers of some of the world's most iconic brands, *Romancing the Brand* arms you with an arsenal of classic and emerging marketing tools—such as benefit laddering and word-of-mouth marketing—that make best-in-class brands so successful. The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis, smartwater, the Atlanta Falcons, Domino's Pizza, Bounty, Turner Classic Movies, and many more. Ultimately, *Romancing the Brand* provides marketers with a set of principles for making brands strong, resilient, and beloved—and the insight and confidence to use them.

From Chinese Brand Culture to Global Brands W. Zhiyan, J. Borgerson, J. Schroeder, 2013-10-08 *From Chinese Brand Culture to Global Brands* examines branding from the Chinese perspective, and predicts that China's greatest brands are poised for global dominance.

Launching & Building a Brand For Dummies Amy Will, 2022-01-06 Create a strong brand DNA—and watch it grow These days, customers want to have a deeply felt connection to the brands behind the products they're purchasing, which means that if you're starting a business, a strong brand DNA has got to be part of your creative process from day one. And it needs to be more than just an abstract idea: to give your brand life—and a bigger chance of surviving against the competition—you need to have a standout launch strategy and a set plan for growing your brand in a noisy marketplace. In *Launching & Building a Brand For Dummies*, Amy Will—who launched her first business at just 24-years-old and has been the brains behind four strong and buzzworthy brands—covers everything from crafting a powerful brand identity and planning that all-important launch to being prepared to scale up as you begin to take off. She reveals crucial lessons from her personal experience in launching five companies, as well as detailing case studies from some of the strongest brands out there, accompanied by insights and advice from successful founders and branding experts. Stand out on social media Create viral campaigns Build on Customer Loyalty and Longevity Deal with the competition Whether you're thinking of starting a business or are already building up your market share, memorable brand identity will be the key to—and *Launching & Building a Brand For Dummies* one of the secrets of—your future standout success.

Holistic Approaches to Brand Culture and Communication Across Industries Dasgupta, Sabyasachi, Biswal, Santosh Kumar, Ramesh, M. Anil, 2017-12-15 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.

No Small Change Anthony Thomson, Lucian Camp, 2018-08-27 A 13-point manifesto for a new financial services marketing model Anthony Thomson knows a thing or two about new and disruptive financial services, having co-founded and

chaired first the ground-breaking Metro Bank and then the purely digital, app-based Atom Bank. And as a financial services marketing specialist for over 30 years, Lucian Camp has helped develop more new and innovative financial services propositions than anyone. Now they've put their heads together to write *No Small Change*, a passionate, opinionated and practical manifesto arguing that the fast-changing financial services world urgently needs to rethink the whole of its approach to marketing. Most of all, they propose that an increasingly digital, fintech-driven industry needs not just more marketing, but also better marketing to make sure it's successfully identifying consumers' real needs, and finding powerful and successful ways to engage with them. After detailing the forces of change that demand a new approach, the book then examines in 13 chapters what the key components of that new approach should look like. It takes a broad and multi-faceted perspective, exploring areas as diverse as the crisis of consumer trust, the ever-growing power of Big Data, the importance of leadership and corporate culture and the rapid advance in thinking based on Behavioural Economics. In developing these themes, the authors don't pull their punches. The book is fiercely critical of some of the industry's long-established marketing habits, providing compelling reasons why it's time to abandon the practices that have given it a bad name. Marketers will applaud, but the book is also intended for a broader audience. Thomson and Camp challenge senior management in financial firms to appreciate the real value that marketers can bring to shaping the business agenda at the highest level, and not just to label marketing with that tired old phrase "the colouring-in department." Rich in anecdotes, comments from leading industry figures, personal experiences on the part of both authors and findings from original research, *No Small Change* is an entertaining and rewarding read - and, at this point in the development of financial services, a timely and important one.

Brand Desire Nicholas Ind, Oriol Iglesias, 2016-10-20 Desire is big business. If companies can create true desirability for their brands, customers will not only express preference and loyalty, they also show a willingness to act as brand champions, participate in online communities, co-create innovative ideas, and show the sort of commitment that is normally associated with fervent employees. However, desire doesn't just happen. Brands need to nurture it by offering both security and surprise. This isn't just about marketing, but rather a reflection of an organization-wide culture and perspective. Using international case studies, *Brand Desire* explains how companies can engage customers emotionally and create value for them. Managers can successfully build and maintain brand desire through specific strategies and tools, such as: · promoting a principles-driven organization that is grounded in its heritage and distinctive competences; · creating a supportive culture that encourages the active participation of people in brand development; · providing an opportunity for people to communicate more with each other and to encourage socialization through communities and events; and · offering outstanding experiences: being consistent in delivery, from first communications through to after-sales service and support. In a crowded sales environment, brand desire can elevate any product or service so that it stands out from the crowd - and stays there. *Brand Desire* demonstrates how desirable brands are about desirable experiences, and shows what companies can do to maximize those experiences for their customers.

The Brand Who Cried Wolf Scott Deming, 2010-07-02 Branding has become the narrow responsibility of the marketing department, and customers have stopped believing the ads. This book shows you how to build a powerful, lasting brand. You will learn how to involve the entire organization, from sales, customer service, shipping, product design, and marketing, in the branding process. The author discusses how to create powerful, emotional, and unique experiences for others, turn every customer into an evangelist, and greatly expand your reach of influence. Use this book to define your personal and professional brand.

The Employer Brand Helen Rosethorn, 2016-03-23 The culture an organisation cultivates as an employer is just as important to its success as the brand image of its products or services. A culture that is at odds with the organisation's commercial activities is a very powerful signal to customers, employees and other stakeholders; it is a signal that will impact on the employers' sales, market reputation, share value and their ability to attract and retain the kind of employees that they need. In fact, employer branding is a complex process that involves internal and external customers, marketing and human resource professionals. Helen Rosethorn's book puts the whole topic into context, it explores some of the shortcomings of employer branding initiatives to date and provides a practical guide to the kind of strategy and techniques organisations need to embrace in order to make the most of their employer brand. At the heart of the book is the concept of the strategic employee lifecycle and ways in which an organisation should engage with potential, current and past employees. The Employer Brand focuses on the experiences and perspectives of organisations that have applied employer brand practices. It is a book about marketing - and the relationship of customers and employees; about culture - and the need for fundamental change in the role of the human resources function; about psychology - and the changing aspirations of the next generation of employees; and about hard-nosed business - and the tangible and intangible benefits of a successful employer branding strategy and how to realize them.

Brand is a Four Letter Word Austin McGhie, 2012 In this breakthrough book, marketing expert Austin McGhie urges readers to set aside their obsession with branding and instead focus on the real work of marketing: positioning. In fact, McGhie believes there's no marketing problem or opportunity that can't be framed as a positioning exercise. He argues that brands are a marketplace response, not a marketer's stimulus; if that response from the audience is simple, clear and on strategy, marketers can build a brand. Drawing on his 30-year career working with some of world's best-known brands, including Disney, ESPN, Nike, Google, Visa, Expedia, Best Buy, Microsoft, Anheuser-Busch, Abbott and YouTube, McGhie tackles the strategic essence of positioning and creating differentiated advantage. He deftly weaves the positioning discussion throughout the book with a series of real-life anecdotes to deliver a crisp, clear view of what it means to build a brand. McGhie has written a practical book that will guide and inspire marketers and in turn help them guide and inspire their audiences.

Retail Market Study 2016 Marc-Christian Riebe, 2016-03-01 The Retail Market Study 2016 of The Location Group is the one and only study of its kind. With 155 of the most notable international cities of the fashion and retail world on more than 1,000 pages. Over 1,300 retailers, 1,030 shopping streets and 550 shopping malls were analyzed. So far the study reached more than 300,000 readers worldwide.

Luxury Brand Management in Digital and Sustainable Times Michel Chevalier, Gerald Mazzalovo, 2021-02-08 Learn about the luxury brand industry from the inside out with this masterful and insightful resource The newly revised Fourth Edition of *Luxury Brand Management in Digital and Sustainable Times* delivers a timely re-examination of what constitutes the contemporary luxury brand landscape and the current trends that shape the sector. Distinguished experts and authors Michel Chevalier and Gerald Mazzalovo provide readers with a comprehensive treatment of the macro- and micro-economic aspects of management, communication, distribution, logistics, and creation in the luxury industry. Readers will learn about the growing importance of authenticity and sustainability in the management of fashion, perfume, cosmetics, spirits, hotels and hospitality, jewelry, and other luxury brands, as well as the strategic issues facing the companies featured in the book. The new edition offers: A new chapter on the *Luxury of Tomorrow*, with a particular focus on authenticity and durable development A completely revised chapter on *Communication in Digital Times*, which takes into account

the digital dimension of brand identity and its implications on customer engagement activities and where the concept of Customer Journey is introduced as a key marketing tool A rewritten chapter on Luxury Clients that considers the geographical changes in luxury consumption Considerations on the emerging notion of New Luxury Major updates to the data and industry figures contained within the book and a new section dedicated to the hospitality industry New semiotic analytical tools developed from the authors' contemporary brand management experiences Perfect for MA and MBA students, *Luxury Brand Management* also belongs on the bookshelves of marketing, branding, and advertising professionals who hope to increase their understanding of the major trends and drivers of success in this sector.

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