

# Strategic Brand Management

✓ Verified Book of Strategic Brand Management

## Summary:

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It can be undoubtedly said that in today's competitive environment, we sell brands, not products. Strategic Brand management is a crucial phenomenon and it's important for marketing students and personnel to excel in it.

This book has been compiled after referring to several text books. This book contains all the essence of marketing and brand related books with an aim that it becomes easier for the readers to grasp concepts rather than just moving around.

This book has been divided in 45 chapters for clarity and better understanding of the brand management concepts. It will be very helpful for students especially who are pursuing marketing as their major. The TOC of book is as follows:

1. Understanding Brands – Introduction
2. Introduction
3. Brand Manifestations/ Fundamentals
4. Brand Manifestations/ Fundamentals (Continued)
5. Brand Challenges
6. Strategic Brand Management
7. Brand Vision
8. Building Brand Vision
9. Building Brand Vision (Continued)
10. Brand Picture
11. Brand Persona
12. Brand Contract
13. Building Contract (Continued)
14. Building Contract (Continued)
15. Brand Based Customer Model
16. Brand Based Customer Model (Continued)
17. Positioning
18. Positioning (Continued)
19. Positioning – Guiding Principles
20. Positioning – Guiding Principles (Continued)
21. Brand Extension
22. Line Extension
23. Brand Extension / Diversification
24. Positioning – The Base of Extension
25. Developing the Model of Brand Extension
26. Brand Portfolio
27. Brand Architecture
28. Brand Architecture (Continued)
29. Channels of Distribution
30. Creating Value

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31. Co Branding
32. Customer Response Hierarchy
33. Advertising
34. Advertising (Continued)
35. Sales Promotion
36. Other Communication Tools
37. Pricing
38. Pricing (Continued)
39. Return on Brand Investment (ROBI)
40. Brand Dynamics
41. Brand "Based Organization
42. Service Brands
43. Brand Planning
44. Brand Planning Process
45. Brand Plan

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