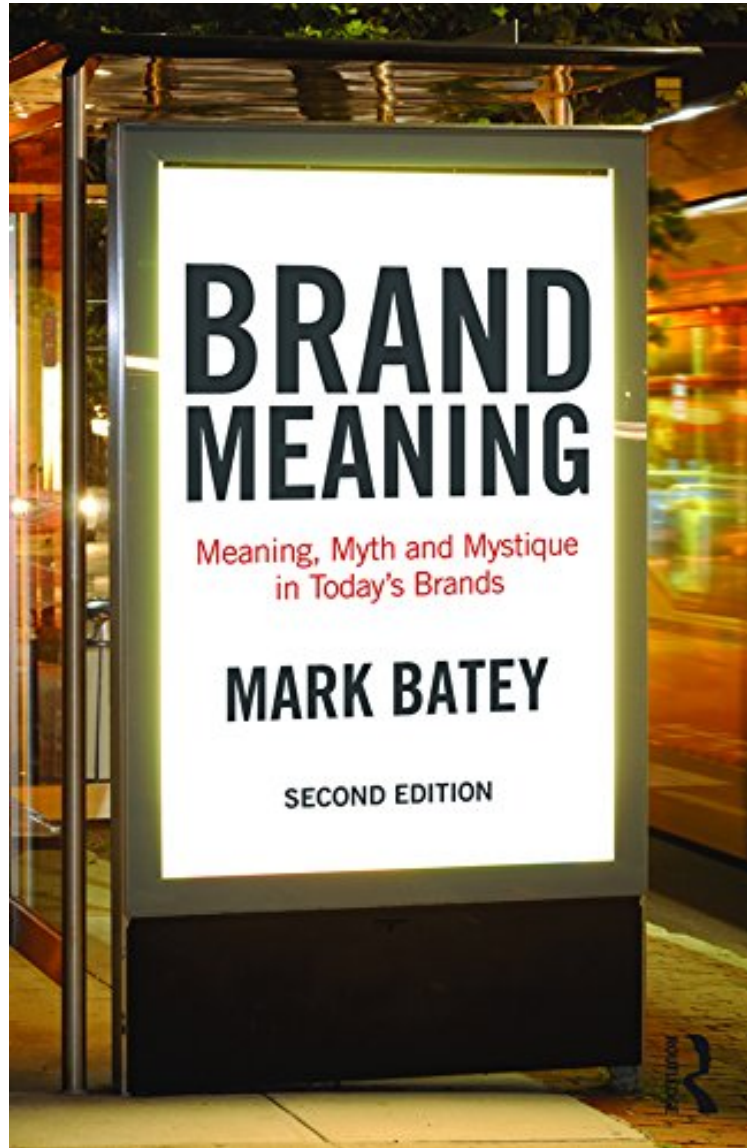


(Read now) Brand Meaning: Meaning, Myth and Mystique in Today's Brands

Brand Meaning: Meaning, Myth and Mystique in Today's Brands

Mark Batey

DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#1730208 in eBooks 2015-12-07 2015-12-07 File Name: B019FQ7UL6 | File size: 15.Mb

Mark Batey : Brand Meaning: Meaning, Myth and Mystique in Today's Brands before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Meaning: Meaning, Myth and Mystique in Today's Brands:

2 of 2 people found the following review helpful. A great 2nd Edition, well worth reading as a rich complement to the 1st Edition. By Jean-Marc T. It is very concisely and clearly written, well structured with a large number of examples

and illustrations, making it an easy read and a practical reference in real work life. It is a good evolution from the first edition, especially with great sections on brand story and mythology, backed by very thorough academic research and real life examples. As Managing Director in a multi-national company, I have made it "required reading" for my teams, and even purchased copies for key people in partner companies. Actually it is probably the best Marketing book I have ever read in my entire 30+ years Marketing career. 1 of 1 people found the following review helpful. As national sales manager I wanted to understand better how strong brands are created and managed. Besides buying my own copy as soon as Brand Meaning second edition came out, I have now purchased 3 additional copies for people in the extended teams I work with. As national sales manager I wanted to understand better how strong brands are created and managed. This book has proven an excellent resource. It provides great insight into best branding practices, with lots of relevant examples. Definitely recommended. 1 of 1 people found the following review helpful. Five Stars By Customer Great book. Should be on every marketer's or ad exec's shelf.

This second edition of Brand Meaning lays out new territory for the understanding of how brands both acquire and provide meaning. The author draws on his experience with leading international companies to propose a compelling framework for the conscious and unconscious ways in which people connect with products and brands. Revised and updated, it contains contemporary as well as classic examples of brand meaning in practice from various countries, and expands on the theory, methods and applications of brand meaning. The book's multidisciplinary approach and concise yet comprehensive content makes it an ideal supplemental reader for undergraduate, graduate, and MBA courses, as well as valuable reading for practitioners in the fields of marketing, advertising and consumer research. For more information, visit www.brandmeaning.com.

"Mark Batey offers an incredibly comprehensive and perceptive examination of the critical subject of brand meaning that illuminates, inspires and amply rewards the reader for every minute spent." -Kevin Lane Keller, E.B. Osborn Professor of Marketing, Tuck School of Business "Today, gone are the oversimplifying concepts of brand positioning or brand as a sum of attributes. Rather, brands are to be managed as a kernel of meanings. This is the essential contribution of this excellent book" -Jean-Noël Kapferer, internationally renowned expert on branding and professor at HEC Paris "A valuable resource for all who study or manage brands." -John Quelch, Charles Edward Wilson Professor of Business Administration at Harvard Business School "From metrics to myth, I don't know of a better book on this subject." -Michael Burke, Chairman and CEO, Louis Vuitton "This book offers timely insights as people demand meaningful brands that can become a part of their lives by delivering real personal, social and environmental benefit - helping them to stand up for what they believe in and defend what's important to them." - Paul Polman, CEO, Unilever "This second edition of Batey's original book offers a perfect blend of the theory and practice of brand meaning. It includes a wealth of insightful examples. Highly recommended." -Bernd Schmitt, Professor, Columbia Business School "Batey's new book provides brand meaning theory and best practice, but above all it influences its readers with inspiration; inspiration about best brands, their story and perception. An absolute must read for professional and personal enrichment." Gonzalo Brujo, CEO, EMEA LatAm, Interbrand About the Author Mark Batey has spent his career working with leading international advertising agencies, and as an independent brand consultant. He is also a visiting professor at various business schools and universities. He has lived and worked in areas as diverse as the United Kingdom, Central Europe, Latin America and the United States. He has advised companies including Coca-Cola, Unilever, Nestle, Kraft Foods, Mondelez International and SABMiller.