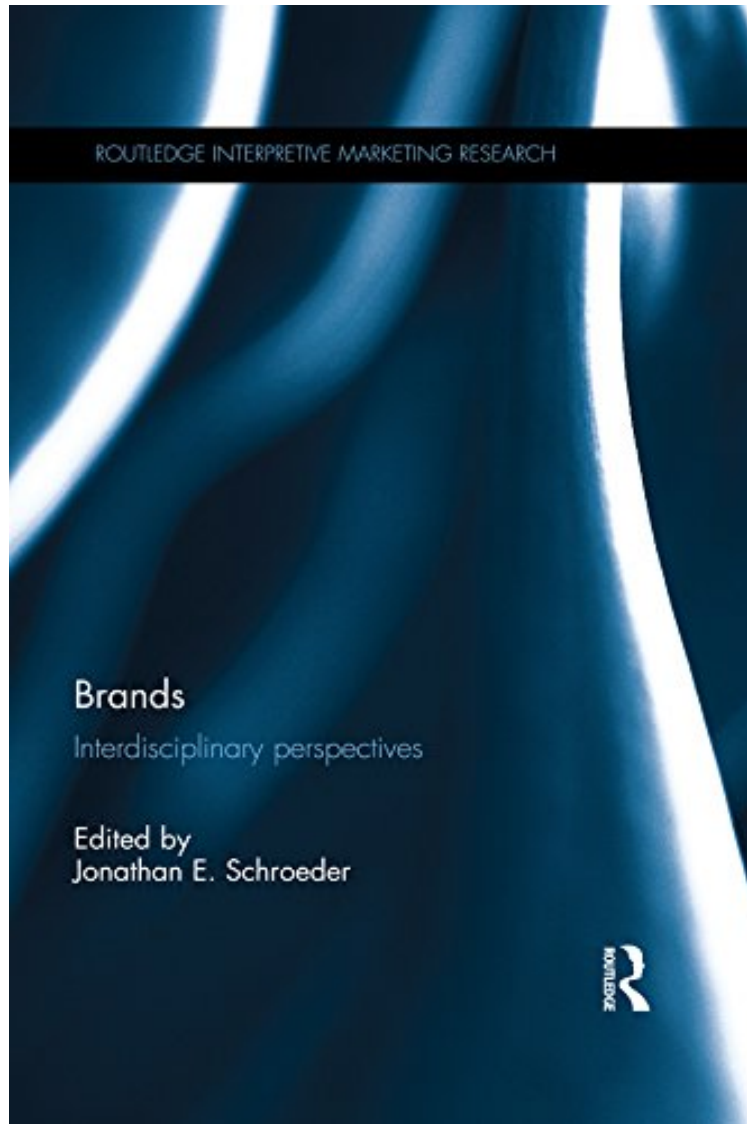


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## Brands: Interdisciplinary Perspectives (Routledge Interpretive Marketing Research)

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Branding has emerged as a cornerstone of marketing practice and corporate strategy, as well as a central cultural

practice. In this book, Jonathan Schroeder brings together a curated selection of the most influential and thought-provoking papers on brands and branding from *Consumption Markets and Culture*, accompanied by new contributions from leading brand scholars Giana Eckhardt, John F. Sherry, Jr., Sidney Levy and Morris Holbrook. Organised into four perspectives – cultural, corporate, consumer, critical - these papers are chosen to highlight the complexities of contemporary branding through leading consumer brands such as Disney, eBay, Guinness, McDonalds, Nike, and Starbucks. They address key topics such as celebrity branding, corporate branding, place branding, and retail branding and critique the complexities of contemporary brands to provide a rich trove of interdisciplinary research insights into the function of brands as ethical, ideological and political objects. This thought-provoking collection will be of interest to all scholars of marketing, consumer behaviour, anthropology and sociology, and anyone interested in the powerful roles brands play in consumers' lives and cultural discourse.