

[Download] From Brand Vision to Brand Evaluation: Volume 2

From Brand Vision to Brand Evaluation: Volume 2

Leslie de Chernatony

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Leslie de Chernatony : From Brand Vision to Brand Evaluation: Volume 2 before purchasing it in order to gauge whether or not it would be worth my time, and all praised From Brand Vision to Brand Evaluation: Volume 2:

1 of 1 people found the following review helpful. One of the best books about brandingBy Warren SmithHaving read many books on brand management and being actively involved in this area as a consultant (more about this at [...]), I can say that this book is probably one of the best around on this topic.Leslie de Chernatony not only provides a comprehensive coverage of the different aspects of the brand, highlighting the importance of linking the brand's value and promise to customer experience delivery, but also provides many examples throughout the book. The reading is further enhanced by the set of questions which are located at the end of each chapter, enabling readers to evaluate the

different aspects of the brands they work with. Definitely worth reading!
10 of 0 people found the following review helpful.
One Star
By Customer
I don't consider it to be a scientific book
0 of 0 people found the following review helpful.
A superb handbook
By Dr Colin Jevons
This book gets better and better with each edition. The author is highly regarded by academics - rated as one of the top 50 gurus shaping the future of marketing - and is also a very successful management development consultant and educator, a sadly rare combination. The book is written in the same attractive style that Professor de Chernatony uses in his face-to-face work - bright, breezy, easy to understand, but rigorously based on the best current thinking about brand management. The first edition of this book, nine or ten years ago, was one of the first to challenge the old assumption that brands were about managing relationships with customers, an attitude that is now generally acknowledged to be so old-fashioned as to be dangerous. This third edition continues to strengthen the message that branding is about customers and staff, not so much products and their positioning. Importantly, the book provides compelling arguments to support the underlying theory - helpful in strategic boardroom discussions - and is also particularly good in providing practical guidance through examples that will be valuable to brand and marketing managers at the coal face. The new edition is also easier to use outside the UK, as it has a truly international outlook. In summary, this book is an excellent resource for working managers, and I look forward to using it again as a postgraduate textbook at Monash University, Australia.

Seeing the world's biggest brands gain ground over the world's markets, you can't deny that the 25,000 students in the UK studying marketing will never understand their subject without knowing how branding works. This is THE key scholarly text in this crucial topic, an already hugely respected title and big seller in the field. It follows on from the introductory textbook *Creating Powerful Brands*, and comes highly illustrated with real examples of influential marketing campaigns. This is the book that will take students to the next level with the skills to develop and implement their own branding strategy.

"From Brand Vision to Brand Evaluation is an easily digestible textbook that describes all the important stages of the brand management process. It is full of visual demonstrations, exercises and applicable advice. The additional videos are both helpful and motivating. Students get a perfect introduction into the thrilling topic and multiple facets of brand management. Practitioners receive a step-by-step checklist to increase their brand's value. In contrast to many other books, the author does not just explain brand strategies; he is teaching the reader how to implement them successfully. Professor de Chernatony underlines his position as one of the world's leading academics in brand management. There is no question about it: this book is a must for every student, practitioner and researcher." Christian Becker, *Journal of Brand Management*
About the Author
Leslie de Chernatony is Professor of Brand Marketing at the University of Lugano, Switzerland; Honorary Professor of Brand Marketing at Aston University, UK; and Managing Partner at Brands Box Marketing and Research Consultancy.