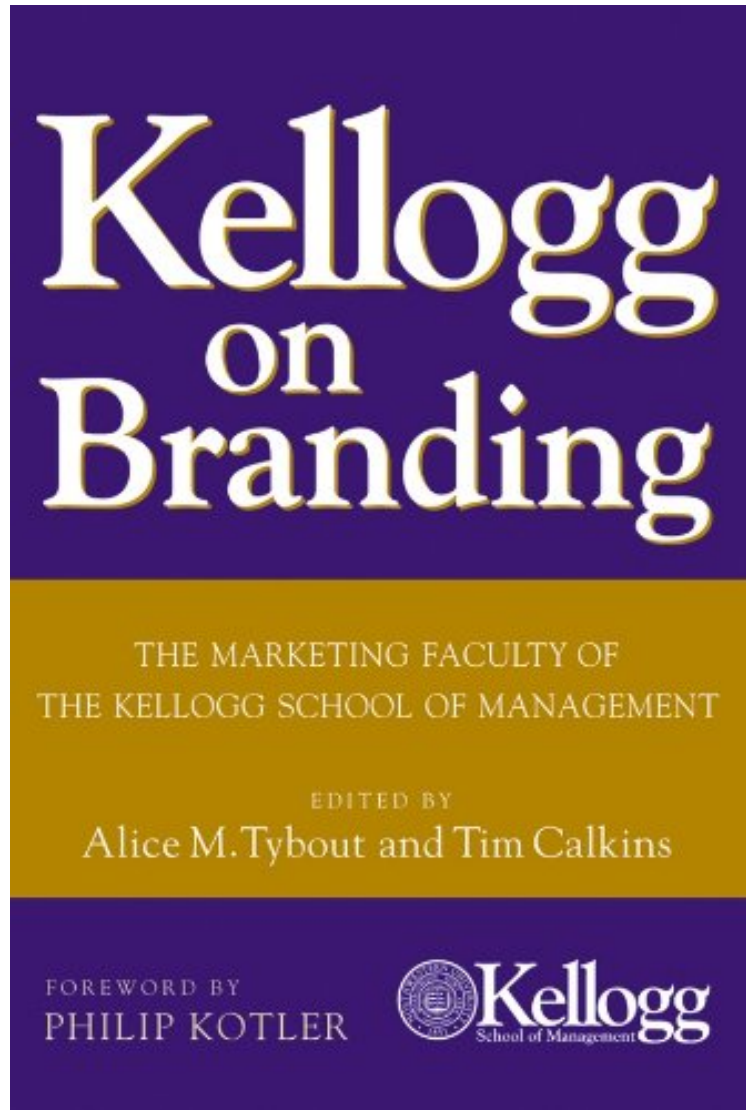


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From Wiley : Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management:

2 of 2 people found the following review helpful. Do yourself a favor...By Amber Roberts This book is a must have. Covers just about, if not, everything you need to know about Branding. Not a big fan of how Chapter 3 was written. Let's just say the Professor who wrote/contributed to Chapter 3 felt the need to flex his English skills - unnecessary over the top vocabulary. Chapter 4 is the best chapter - Competitive Brand Strategies. Uber came to mind this entire chapter

regarding their pioneer advantage. If you wish to have a solid grasp of Branding, do yourself a favor and buy this book. 19 of 19 people found the following review helpful. A Thorough Analysis on Branding By Paul Marc Oliu I picked up "Kellogg on Branding" from because my company was embarking on a branding exercise. As part of the team, I wanted to get well-versed in the theoretical and practical implications of branding and brand management. Little did I realize that I have picked up a gem. First and foremost, this is an academic book, some of which may cause a reader to gloss over, especially if they are just looking for easy bullet point overviews. Nonetheless, I found this to be a goldmine of information. A collection of articles and research by some of the by faculty at the Kellogg School of Management at Northwestern University covering a range of issues. Specifically, the book covers branding concepts in the first three chapters, strategies for building and leveraging brands, strategy to implementation, and branding insights. I found the last chapters (14 through 20) to be the most interesting as they were written by senior executives at firms. Whether it was a discussion on there individual companies leveraged their brand, to using their brand internally, it was the more "Practical" section of the book. That's not to diminish the other sections of the book. In one collection we have a guide for branding in the tech sector, to managing a brand portfolio, to design and positioning. Each with a wealth of information for anyone looking at their own companies and trying to make sense of branding, brand strategy and brand management. Needless to say, this volume armed me quite well for our branding initiatives. Again, this is a detailed book, and not a gloss over. If you can read this with the attention to detail "Kellogg on Branding" offers, then you will be well rewarded. If not, you may want to look elsewhere. Regardless, I highly recommend. 1 of 1 people found the following review helpful. Brand Better By Josiah Dawley An awesome book that will change they way you think about branding. The authors provide valuable resources and tips for rethinking the concept of your organization's brand. The book focuses heavily on thinking beyond the look of your brand by exploring the meaning, psychology, and culture behind your brand. A must read for anyone that is serious about learning the foundations of branding/re-branding.

The Foreword by renowned marketing guru Philip Kotler sets the stage for a comprehensive review of the latest strategies for building, leveraging, and rejuvenating brands. Destined to become a marketing classic, Kellogg on Branding includes chapters written by respected Kellogg marketing professors and managers of successful companies. It includes: The latest thinking on key branding concepts, including brand positioning and design Strategies for launching new brands, leveraging existing brands, and managing a brand portfolio Techniques for building a brand-centered organization Insights from senior managers who have fought branding battles and won This is the first book on branding from the faculty of the Kellogg School, the respected resource for dynamic marketing information for today's ever-changing and challenging environment. Kellogg is the brand that executives and marketing managers trust for definitive information on proven approaches for solving marketing dilemmas and seizing marketing opportunities.

ldquo;hellip;rich in storieshellip;rich in insightsrdquo; (The Economist, 26th November 2005) From the Inside Flap Kellogg on Branding is an authoritative anthology of the latest insights, theories, and practices revolutionizing branding from the renowned Kellogg School of Management at Northwestern University. Properly managed, brands can be a company's most valuable asset, creating lasting customer loyalty and preferences strong enough to overcome intense competition and price differences. This book gives executives and managers the information they need to build strong, enduring, and profitable brands. Topics covered in the book include: Developing a compelling brand positioning Extending an established brand Strategically managing a brand portfolio Building a brand-focused organization Measuring brand value The book includes chapters by respected marketing professors as well as top industry executives, and cites examples from brands as diverse as Nordstrom, Wal-Mart, Harley-Davidson, BMW, TiVo, palmOne, Dell, Gillette, Tiffany, and Levi Strauss. Kellogg on Branding is an invaluable guide for marketing executives and managers, consultants, and students. From the Back Cover The Foreword by renowned marketing guru Philip Kotler sets the stage for a comprehensive review of the latest strategies for building, leveraging, and rejuvenating brands. Destined to become a marketing classic, Kellogg on Branding includes chapters written by respected Kellogg marketing professors and managers of successful companies. It includes: The latest thinking on key branding concepts, including brand positioning and design Strategies for launching new brands, leveraging existing brands, and managing a brand portfolio Techniques for building a brand-centered organization Insights from senior managers who have fought branding battles and won This is the first book on branding from the faculty of the Kellogg School, the respected resource for dynamic marketing information for today's ever-changing and challenging environment. Kellogg is the brand that executives and marketing managers trust for definitive information on proven approaches for solving marketing dilemmas and seizing marketing opportunities.