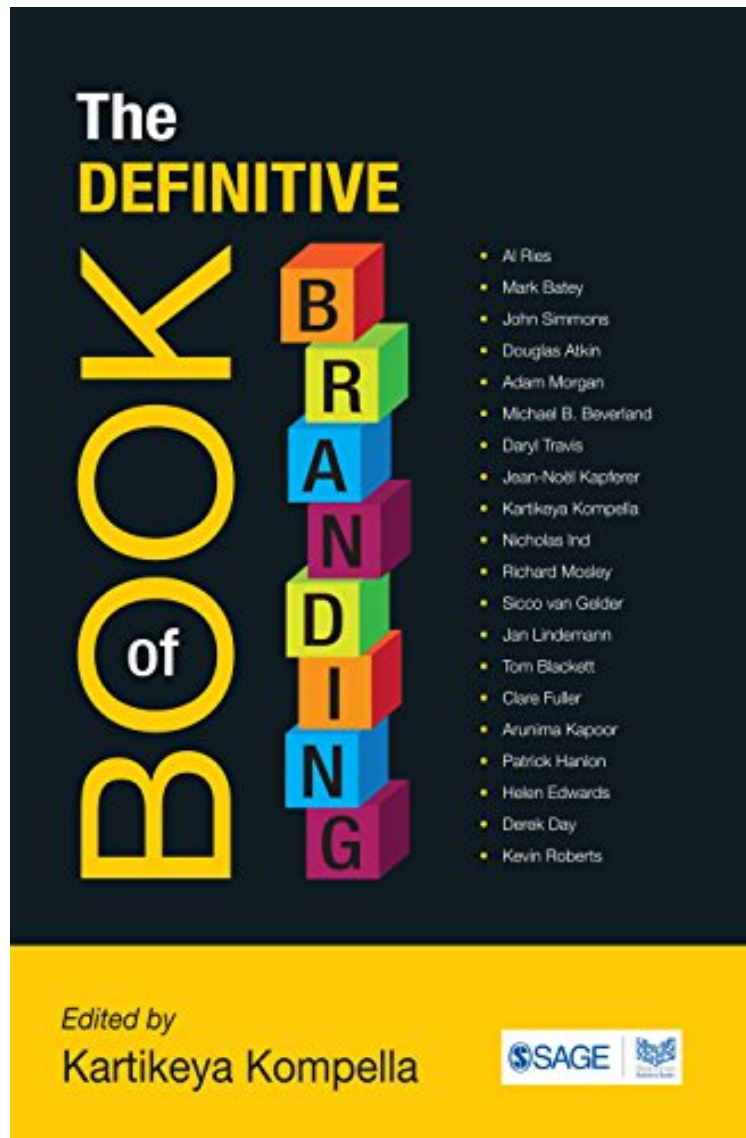


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With the growing body of knowledge on branding, there are now more facets of branding that brand custodians need to know than ever before. A unique compilation of branding experts,nbsp;The Definitive Book of Brandingnbsp;addresses the needs of branding professionals across the world.nbsp;nbsp;The book walks the reader through the different ways in which brands drive the company's strategy, bring meaning to employees, instill passion in consumers, and maintain their appeal over time and across countries.It does not look only at the marketing aspect of brands but also at the organizational aspects of branding, which provides a holistic approach to the subject.nbsp;

Idquo;Look at the book, its scope and authors are impressive. You will benefit from the amazing content, perspectives, and authors in Idquo;The Definitive Book of Branding.rdqquo;nbsp; There are original and useful ideas in every chapter.rdqquo; David Aaker, author of Brand Relevance: Making Competitors Irrelevant.Idquo;This book provides an excellent and insightful set of chapters on how to build and manage brands by some of the best-known experts on the topic.nbsp; A must read for brand builders!rdquo;Amitava ChattopadhyayINSEAD Chair Professor in Marketing and InnovationIdquo;The Definitive Book of Branding lives up to its name with an absolutely all-star set of contributors who offer key branding insights and guidelines fromnbsp; their unique vantage points. You won't find a more valuable compendium on branding out there -- this is definitely a book to buy and study!rdquo;nbsp; Kevin Lane Kellernbsp; E.B. Osborn Professor of Marketingnbsp; Tuck School of BusinessIdquo;The Definitive Book of Branding brings together the field's experts to provide a comprehensive, intelligent overview of the most important strategic and tactical elements of brand management. This book deconstructs the branding process to uncover the different ways in which brands drive the company's strategy, bring meaning to employees, instill passion in consumers, and maintain their appeal over time and across countries. For marketing and brand managers, The Definitive Book of Branding offers state-of-the-art frameworks and best-practice examples to hone their ability to build, understand, and develop brands. For managers in other functions, it illustrates how brands contribute to the company's profitability through the creation of value, both internally and externally.A definitive read!rdquo; Simona Botti London Business School Term Associate Professor"Everything is branded whether a nation or a process and everything has a brand dimension to it whether its retail policy towards return of merchandise or the look and feel of the brand website.The Definitive Book of Branding covers many extremely important aspects of branding. The authors are all experts on their respective topics and express their opinions with candor. The diversity of thoughts and opinions makes the book do what a collection should ndash; provoke deep thinking on the subject. This book is a valuable resource for professionals and students.rdqquo;nbsp; John Quelch John A. Quelch is the Charles Edward Wilson Professor of Business Administration at Harvard Business School.Idquo;There has been rapid growth over the past two decades in the literature exploring the concept of branding. The Definitive Book of Branding is a great primer on the many different perspectives, approaches, and specialty areas that make up this vibrant field. Its rare to find this diversity of thought from top branding experts all in one place. This is a book that will be of value to both experienced professionals and scholars, as well as students or anyone who is curious about growing and protecting intangible assets like brands.rdqquo; Matt Ragas, Ph.D., assistant professor, College of Communication, DePaul University, USA and co-author, The Power of Cult BrandingIdquo;Kartik Kompella has succeeded in an impossible task: editing the "ultimate" book on branding with great authors, be they professors or practitioners.nbsp; I read it, loved it and recommend it to all students, marketers or advertisers interested in building, expanding and developing brands.rdqquo; Maurice LevyChairman Publicis Groupenbsp;"For those of you who have managed, over the past five years, to read all of the leading authors, articles and books on modern day marketing and communications, this book might pass simply as a refresher. For the rest of us mere mortals, this book is a superb collection of the world's best and brightest marketing specialists and one that I highly recommend.It successfully covers all elements of modern marketing and would be an invaluable read for all those working in the field of communications and branding. By keeping the unique original style and tone of the contributing authors within a concise chapter format, Kartik is able to deliver an engaging, accessible and enjoyable journey through the best thinking of today's industry leaders and so avoid the turgidity of what is otherwise often found."Charles CadellPresident - Asia PacificMcCann WorldgroupBooks about brands and the process of branding number in the 1000s. (At this writing 3,345 titles were available on .com.)nbsp; Kompella didn't just Idquo;pull together"rdquo; a set of authors of books about brands.nbsp; The Preface reveals the reasoning behind his careful selection of authors and neatly presents the organizational scheme for the book, making it even easier for readers to decide which chapters to read when.The beauty of the book is that the authors each condense their point of view into one chapter, presenting the essence of

their books but often going well beyond the original, introducing even newer ways of thinking about brands. If you are new to branding, this book covers the basics, but also reveals many of the nuances that are often overlooked as part of branding. If you're an old hand at branding, you'll appreciate the particular nuances Kompella chose to include. Marian Chapman Moore, Professor, Darden Graduate School of Business, has marshalled an outstanding body of Brand thought, both contemporary and timeless, paying into my own beliefs and prejudices. The thesis is that Brands must be at and in the hearts of our organisations. Brands that keep winning are built to make the world a little better every day, built with clarity of purpose and authenticity behind causes which resonate. They create compelling connections and new perspectives which celebrate their unique brand distinctiveness through everything that they do, every day. This is in the face of two enormous challenges; first, most shopper decisions are unconscious and implicit, when forced to articulation they are often misleading, misconstrued or misinterpreted. Secondly, in the age of real time global social digital connection, the days of controlled brand ownership and confidentiality are over. It is only what we stand for, communicate and deliver that counts. We had better do it better, faster and more tenaciously than others. This book is a great starting point to understanding branding success today. Phil Chapman, Vice President Equity and Communication- Global Chocolate, Mondelz International. "This is an important collection of thinking on branding. Kartik has assembled some of the best thinkers from around the World and the content speaks for itself. Highly recommended!" Dan Foreman, President ESOMAR. "This book is a compilation of contributions from 18 different authors. As such it is inevitably something of a pot pourri. There are some famous and familiar names among the cast list of authors; some more venerable, others perhaps less known. The content is strong and engaging. The compilation structure allows the reader to dip in, and one is rewarded for doing so. So in truth this book is akin to a patchwork quilt: richly patterned, varied and stimulating: in reading it you will be better informed and enlightened." Leslie Butterfield, Group Chief Strategy Officer, Interbrand. "This book provides an excellent and insightful set of chapters on how to build and manage brands by some of the best-known experts on the topic. A must read for brand builders!" (Amitava Chattopadhyay) "The Definitive Book of Branding lives up its name with an absolutely all-star set of contributors who offer key branding insights and guidelines from their unique vantage points. You won't find a more valuable compendium on branding out there this is definitely a book to buy and study!" (Kevin Lane Keller) "The Definitive Book of Branding brings together the field's experts to provide a comprehensive, intelligent overview of the most important strategic and tactical elements of brand management. This book deconstructs the branding process to uncover the different ways in which brands drive the company's strategy, bring meaning to employees, instil passion in consumers, and maintain their appeal over time and across countries. For marketing and brand managers, The Definitive Book of Branding offers state-of-the-art frameworks and best-practice examples to hone their ability to build, understand, and develop brands. For managers in other functions, it illustrates how brands contribute to the company's profitability through the creation of value, both internally and externally. A definitive read!" (Simona Botti) "Everything is branded whether a nation or a process and everything has a brand dimension to it whether it's retail policy toward return of merchandise or the look and feel of the brand website. The Definitive Book of Branding covers many extremely important aspects of branding. The authors are all experts on their respective topics and express their opinions with candor. The diversity of thoughts and opinions makes the book do what a collection should provoke deep thinking on the subject. This book is a valuable resource for professionals and students." (John A. Quelch) "There has been rapid growth over the past two decades in the literature exploring the concept of branding. The Definitive Book of Branding is a great primer on the many different perspectives, approaches, and specialty areas that make up this vibrant field. It's rare to find this diversity of thought from top branding experts all in one place. This is a book that will be of value to both experienced professionals and scholars, as well as students or anyone who is curious about growing and protecting intangible assets like brands." (Matt Ragas) "In The Definitive Book of Branding, Kartikeya Kompella has succeeded in an impossible task: editing the 'ultimate' book on branding with great authors, be they professors or practitioners. I read it, loved it, and recommend it to all students, marketers, or advertisers interested in building, expanding, and developing brands." (Maurice Levy) "This book is a compilation of contributions from 18 different authors. As such it is inevitably something of a pot pourri. There are some famous and familiar names among the cast list of authors; some more venerable, others perhaps less known. The content is strong and engaging. The compilation structure allows the reader to dip in, and one is rewarded for doing so. So in truth this book is akin to a patchwork quilt: richly patterned, varied, and stimulating: in reading it you will be better informed and enlightened." (Leslie Butterfield) "Kompella has marshalled an outstanding body of brand thought, both contemporary and timeless, paying into my own beliefs and prejudices. The thesis is that brands must be at and in the hearts of our organizations. Brands that keep winning are built to make the world a little better every day, built with clarity of purpose and authenticity behind causes which resonate. They create compelling connections and new perspectives which celebrate their unique brand distinctiveness through everything that they do, every day. This is in the face of two enormous challenges: firstly, most shopper decisions are unconscious and implicit, when forced to articulation they are often misleading, misconstrued, or misinterpreted. Secondly, in the age of real-time global social digital connection, the days of controlled brand ownership and confidentiality are over. It is only what we stand for,

communicate, and deliver that counts. We had better do it better, faster, and more tenaciously than others. This book is a great starting point to understanding branding success today." (Phil Chapman)"Look at the book and its scope and authors are impressive. You will benefit from the amazing scope of content, perspectives, and authors in The Definitive Book of Branding. There are original and useful ideas in every chapter." (David Aaker)"This is an important collection of thinking on branding. Kartik has assembled some of the best thinkers from around the world and the content speaks for itself. Highly recommended!" (Dan Foreman)"Read this book. But first, read the Preface. Books about brands and the process of branding number in the 1000s. (At this writing 3,345 titles were available on .com.) Kompella didn't just 'pull together' a set of authors of books about brands. The Preface reveals the reasoning behind his careful selection of authors and neatly presents the organizational scheme for the book, making it even easier for readers to decide which chapters to read when. The beauty of the book is that the authors each condense their point of view into one chapter, presenting the essence of their books but often going well beyond the original, introducing even newer ways of thinking about brands. If you are new to branding, this book covers the basics, but also reveals many of the nuances that are often overlooked as part of branding. If you're an old hand at branding, you'll appreciate the particular nuances Kompella chose to include." (Marian Chapman Moore)"For those of you who have managed, over the past five years, to read all of the leading authors, articles, and books on modern day marketing and communications, this book might pass simply as a refresher. For the rest of us mere mortals, this book is a superb collection of the world's best and brightest marketing specialists and one that I highly recommend. It successfully covers all elements of modern marketing and would be an invaluable read for all those working in the field of communications and branding. By keeping the unique original style and tone of the contributing authors within a concise chapter format, Kartik is able to deliver an engaging, accessible, and enjoyable journey through the best thinking of today's industry leaders and so avoid the turgidity of what is otherwise often found." (Charles Cadell)[The book is] both authentic and comprehensive. All the writers are experts- some of them Pioneers- in the fields they have written about...the volume is a classic contribution, enriching contemporary literature on marketing management. (The Hindu)About the AuthorKartik is the founder of Purposeful Brands. He is the author of 'Building Brands, Building Meaning', and 'Applying the Branding Iron'. Kartik has written for many websites on branding and run a column on Interbrand's web portal brandchannel.com for five years. He is a regular contributor of papers to WARC.Mark Batey is a brand consultant, trainer, conference speaker, visiting professor and author. A language graduate of Oxford University, he has worked in England, Central Europe, Latin America and the United States. He spent 25 years with major international advertising agencies, handling the brands of companies such as Coca-Cola, Unilever, Nestle; and Mondelez International/Kraft Foods. He led many award-winning campaigns, above all for marketing effectiveness. His book Brand Meaning explores how people find and create meaning in brands. The book has been translated in Brazilian Portuguese, Spanish, Chinese (2015), and recently published in India (2014). He also has a chapter, on creating meaningful brands, in the just released The Definitive Book of Branding.