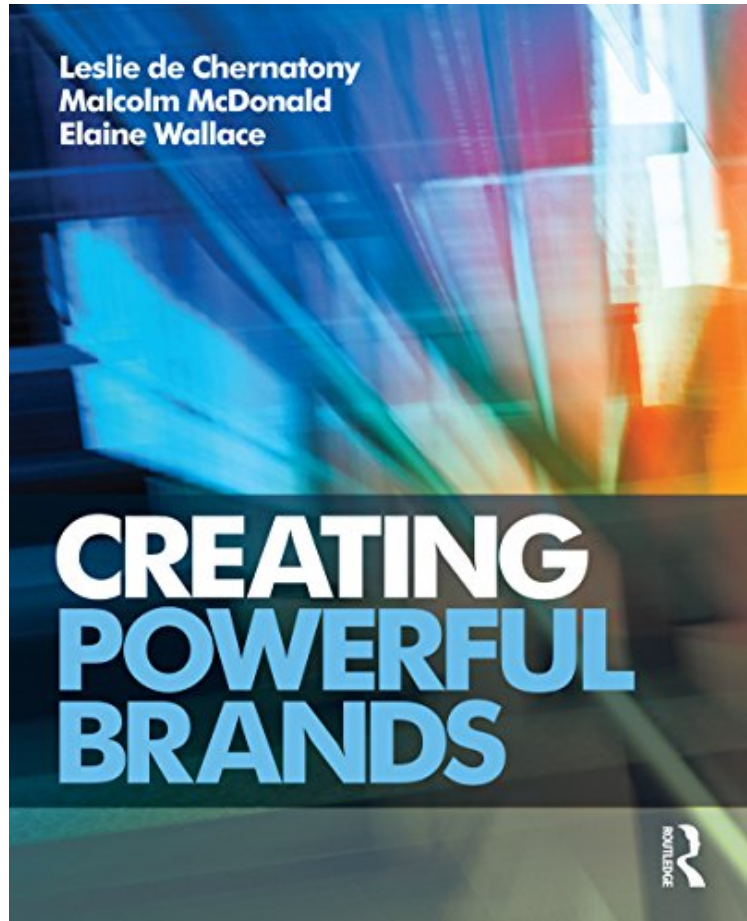


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## Creating Powerful Brands: Volume 1

*Leslie de Chernatony*

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**Leslie de Chernatony : Creating Powerful Brands: Volume 1** before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating Powerful Brands: Volume 1:

0 of 0 people found the following review helpful. Classic for Strategic Brand ManagementBy J. OtaduyA classic regarding Strategic Brand Management, in addition to the Keller book and Kapferer...0 of 0 people found the following review helpful. Your brand compendium?By TooringHaving worked with major and emerging brands for many years I was really pleased to be introduced to this `brand compendium' of practical advice, research, case studies and more.The authors of this book recognise that a brand isn't just about marketing, it's about being a successful business - and as a board member I need to spend considerable time focused on the authenticity of the organisations I work with - its reason for being, its alignment with customers and the way it develops and maintains this role over time.Increasingly your organisation or personal brand is `out there', as so much of what you are and do is traceable online by investors, partners, clients, employees, regulators and all of those considering how to develop their dealings with you. Are you really what you say you are?The book also recognises that brands don't only influence in B2C, but also B2B, increasingly as service brands and inevitably on the internet. Existing links provided to streaming video

support could perhaps be extended through social media to create a continually developing brand resource. Definitely worth working right through once and keeping as your best brand reference book.

This has long been the one book that students can rely on to get them thinking critically and strategically about branding. This new fourth edition is no exception. THE definitive introductory textbook for this crucial topic, it is highly illustrated and comes packed with over 50 brand-new, real examples of influential marketing campaigns. Bullets:bull; Summarises the latest thinking and best practice in the domain of branding; All new real marketing campaigns show how branding theories are implemented in practice; Brought right up to date with a clear European and UK focus Undergraduate business and marketing students studying brand management will find this an invaluable resource in their quest to understand how branding really works.

"As a textbook that brings together the theory and examples of how branding works in practice, it really can't be bettered." Loyalty Magazine "This is an excellent book. It is well written, perfectly structured, full of knowledge with an invisible power to professionally and artistically acquaint the reader to the world of brands. This book proselytized me to the art of branding with its dynamic context and polymorphic approach to create sensible and useful brands. I strongly recommend it for consultants, marketing managers, business managers, college professors and students'. Dr Yannis Suvatjis Athens Graduate School of Management "Creating a powerful brand is a journey not a destination. This book is the definitive road map. Whether you are new to branding, an experienced brand manager or a senior executive wishing to keep abreast of the changing brand environment this book should be permanently on your desk." Anthony Thomson Co-founder and Chairman, Metro Bank Chairman, the Financial Services Forum "This is an exemplar testimony of an enduring brand, twenty years on, which retains crispness and relevance to brand managers and academics. de Chernatony's authenticity in incorporating new developments in customer co-creation of brands, brand adaptability, service employees as brand ambassadors and many other innovations reflects his own leading cutting-edge role in extending the brand literature domain." Professor Bill Merrilees, Professor in Marketing and Leader of the Branding@Griffith Research Cluster in the Griffith Business School, Brisbane, Australia "Creating Powerful Brands is a book that all serious brand managers will wish to frequently refer to and to have close at hand" Professor John M.T. Balmer, Professor of Corporate Marketing, Brunel University, London; quondam Professor of Corporate Brand/Identity Management at Bradford School of Management "This wide-ranging survey of theory and...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. Malcolm McDonald is Emeritus Professor of Marketing at Cranfield University, UK Elaine Wallace is Lecturer in Marketing at the National University of Ireland, Galway