

(Get free) Creating Powerful Brands

## Creating Powerful Brands

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

3 of 3 people found the following review helpful. Reviewed by International Corporate Branding CentreBy Dr Jessica Backlund (MA, PhD) and Shaun Powell (Btech, AIMgt, BAHons) from the International Corporate Branding and Identity CentreQuick review : experienced practitioners and academics 2.5 stars - comes across as a student textbook, ideal for undergraduates or others looking for an up to date thorough introduction to the topic. However, it is doubtful if more advanced academics or already knowledgeable practitioners will appreciate the format or simple checklists given.Full Review : This book's aim is to clarify the concept of brands, help plan for building powerful brands, and

ensure a better return of investment. Part one is a basic introduction to what brands and branding are, what different types there are, how brands have developed and why they are important. Part two looks at effective brand management for consumer, business to business, service and retailer brands. It covers issues such as how consumers make choices and how these can be influenced, psychological and social aspects of consumer brands, and how consumers use brands for communication. The section on business to business brands covers how organisations buy brands and how this market is different to the consumer market. The section on service brands covers case studies from the financial and insurance markets, the differences between goods and services marketing, the roles of employees and customers in the delivery of service brands, and how these roles can be designed to strengthen service brands. The authors argue that what is needed for the marketing of services is a fine-tuning of the existing branding theories and not a completely new theory. Part two finishes off with a look at the growing power of retailers, who are increasingly producing good quality own brands. Part three of the book is called 'Winning the brands battle' and it looks at ways of positioning and sustaining brands and brand added values, and how to fight off competitors. It also looks at brand planning. The authors argue that it is important to recognise and communicate core values, and keep them consistent. The last chapter of the book looks at brand equity - how the health of a brand can be measured. The Chartered Institute of Marketing produces books for students and practitioners, and this book does come across as a student textbook. It is a very well written textbook, ideal for undergraduates or others looking for an up to date thorough introduction to the topic. However, it is doubtful if more advanced academics or already knowledgeable practitioners will appreciate the format, with key arguments and definitions already noted in the margins, basic discussion about what marketing and brands are, frequent summaries and outlines of the conclusions. Each chapter has a 'Marketing action checklist' at the end, which contains suggestions for organisations. However, even these look a bit like exam questions or tutorial exercises. For example, the checklist for chapter two suggests that you should 'Write down what you understand by the term 'brand' and compare your views with those of your colleagues. On a minor point, non-UK readers may be unfamiliar with some of the companies mentioned in passing, for example Sainsbury and Hovis. This book is of a different nature than Kunde's Corporate Religion (see review at this site), which is more practitioner orientated and inspirational. Creating Powerful Brands covers the basic concepts of branding, and for someone who is trying to improve his/her company's branding strategy the center would recommend them to read de Chernatony's and McDonald's book first in order to brush up on any weak areas of knowledge, and then Kunde's book as inspiration and motivation. 1 of 1 people found the following review helpful. bible for branding By rajuiam a marketing executive currently passed out of the b school. iam feeling sorry for not coming across this book in my school. excellent book. starts with a saying for the need of a brand and how a product is perceived as brands by customer quoting the famous pepsi and coke fight on customers mindshare, the blind test and all. this book not only says about the branding of the products but also branding of the various services and also how to do the branding for business to business transaction also. the author clearly mentions the strategies for the dealer outlets, retail shops and also says in what way these branding can be converted to make profits. lot of advertisements also reprinted for explaining the role of advertising in building the brands. reference they have mentioned is extremely good. all the brand management experts names are mentioned. a good book for all students, beginners and practitioners of branding.

This is the third edition of one of world's most respected and successful books on branding. Written by an internationally acclaimed branding expert and author of From Brand Vision to Brand Evaluation, it has been comprehensively revised and updated with a raft of new cases and examples. The book gives the professional and the student a deep understanding of the functioning and management of the modern brand and contains: \* Powerful analysis of new areas such as e-branding and e-marketing \* A completely new set of advertising and brand images to illustrate key points \* A powerful analysis of the key drivers of brand value There can be no doubt that the power of brands in the international marketplace is still growing, and that Creating Powerful Brands, third edition, can explain both why and how they work.

'If I had one book on brands to take with me to a marketing desert island it would be this one. The authors enthusiasm for, and knowledge of brands is jam-packed between these covers.' Nick Kendall, Bartle Bogle Hegarty Ltd 'An Encyclopedic guide to understanding and managing brands relevant to both business and academic readers, thorough, pragmatic and packed with examples' Linda Caller, International Planning Director, Ogilvy Mather 'A modern "must have" for the intelligent and well-read brand manager. The key messages resonate within today's rapidly changing business environment even more powerfully than in 1992 when the first edition was published.' Darrel James, Director of Consumer Markets Consulting, KPMG 'Anyone who has an interest in the factors crucial for success in the increasingly important field of brand development and stewardship should read it.' Simon Luke, Director, Interbrand Newell and Sorrell 'This practical, well-structured book provides the reader with a clear, well-researched analysis of brands, their importance and how they are best managed. Whilst the book is rich in practical examples, these examples are all embedded within a carefully constructed framework... I thoroughly recommend it to all students and practitioners of brands and the branding process.' John M. Murphy, Chairman, St Peter's Brewery Superb! This book is

an oasis of clarity in a sea of broken promises and half truths about branding. Read this book and do it.'Professor John Saunders, Head, Aston Business SchoolFrom the PublisherStudents on MBA, BA and Professional Development courses as well as practitioners will find this an essential guide when developing more effective brand strategies.About the AuthorLeslie de Chernatony is Professor of Brand Marketing at Universita della Svizzera Italiana, Lugano, Switzerland and Aston Business School, UK. He is also Managing Partner of Brands Box Marketing and Research Consultancy.MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA, until recently was Professor of Marketing and Deputy Director Cranfield School of Management, with special responsibility for E-business. Malcolm is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has an Honorary Doctorate from Bradford University. Malcolm has extensive industrial experience, including a number of years as Marketing Director of Canada Dry.