

Multi-Channel Marketing, Branding and Retail Design: New Challenges and Opportunities

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Recently, many researchers have found that their work crosses the borders of design, branding and marketing. This

orientation finds itself in contrast to the generally discipline-delineated world of academic journal publishing where cross-sector studies often find difficulties in acceptance (design-based work in marketing being particularly poorly represented). This unique book focuses upon service design, including retail and multi-channel marketing matters pertinent to the current age where physical contact with consumers has resurfaced as an enduring part of the marketing and branding landscape - complementary to online and virtual worlds. The span of the text goes from what may be regarded as micro-environmental issues of type design and the semiotics of brand meanings towards macro-environmental concerns of city design and ecological threat, all relative to living within any world (and all worlds) that businesses and consumers may co-create or are invited and welcomed to in their own multi-layered experience.

Editors McIntyre, Melewar, and Dennis present readers with a collection of academic essays and research articles examining the relationship between modern design and issues in the branding and marketing arenas of the retail business model. The editors have organized the nine selections that make up the main body of the text in two parts devoted to the design process, branding, marketing, and customer experience in a multi-channel world and the structural experience of retail design and brand marketing in the physical and digital worlds. Charles McIntyre is a faculty member of Bournemouth University in the UK. T. C. Melewar and Charles Dennis are faculty members of Middlesex University London in the UK. Distributed in North America by Turpin Distribution. --Annotation copy;2017 Ringgold Inc. Portland, OR (protoview.com)About the AuthorCharles McIntyre, Bournemouth University, Poole, UK T. C. Melewar, Middlesex University London, London, UK Charles Dennis, Middlesex University London, London, UK