



The Future of Branding

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New ideas change the world. From social movements to scientific discovery the power of an idea is to reshape the world, who we are, and how we live. Changes in the increasingly dynamic competitive environment require a focus on what should be done, not just what is currently done. The inspiration for this book is to provide an outlet for cogent ideas that will help managers build and maintain brands in the future marketplace.



Written by the leading minds management from around the globe who are redefining best practices in managing brands, It examines the future of branding on key concepts including brand performance management, brand strategy, brand building, revitalizing brands, brand valuation, brand analysis, brand protection, and brand experience. **The all-star team includes:**

Martin Roll, Kevin Lane Keller, Don E. Schultz, Bernd Schmitt, Jean-Noel Kapferer, V. Kumar, Bharath Rajan, Lluís Martínez-Ribes, Shi Zhang, Jean Yannis Suvatjis, Leslie de Chernatony, Vanessa M. Patrick and Henrik Hagtvedt, Gregory M Thomas, Jeffrey Parkhurst Srinivas Reddy, Anupam Jaju, Werner Reinartz, Jeffery Andrien, Paul Benoit, Philip C Zerrillo, Cem Bahadir, and Rajendra K Srivastava.

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Editorial Review

Review

“I was impressed and delightfully surprised with the Future of Branding. It is a senior marketing executive’s bible for rigorous thinking and analysis for growth and profitability. It provides a vital range of systematic frameworks and techniques for managing brands not covered in other books. Get it before your competition does!” (Tan Suee Chieh, *Group Chief Executive, NTUC Enterprise Cooperative Limited, Singapore*)

“The book is a very useful tool for managers and practitioners involved in all aspects of branding. A lot of how to’s and discussions of strategies from leading thinkers in the field of branding mean that this book can be used as a ready reference. Speaking as someone whose business is centered on building a brand, I’d make it available throughout my organization.” (Richard Eu, *CEO, Eu Yan Sang International Ltd, Singapore*)

“Srivastava and Thomas have assembled some of the best minds and their latest thinking on how to build, protect, and leverage brands to capture new opportunities and fully realize a brand’s economic potential” (George S. Day, *Professor of Marketing, Wharton School of the University of Pennsylvania*)

“The role of brands is changing rapidly and dramatically with the rise of digital marketing and addressability, the growing power of emerging markets, and the key role of value chains in providing ecosystems of products and services. A changing role does not mean a decreasing role, but it does provide an urgent call for creative adaptation. This book brings together some of the best minds in marketing to understand the issues involved in this turbulent environment and provide ideas as to how they might be addressed. As such, I consider it to be essential reading for both academics and managers.” (John Roberts, *Professor of Marketing, Joint Appointment at London Business School & Australian National University*)

“A nice, tight compilation of guru-inspired commentaries covering many of the foundations, facets, and fallacies of branding in a hyper-connected digital world. The Future of Branding provides a multi-disciplinary view of how to build brand value using customercentric, gratification strategies. Drawing on expert insight, this book provides a banquet of views with a more palatable and enjoyable content snacking experience.” (Donovan Neale-May, *Executive Director, Chief Marketing Officer (CMO) Council*)

“Today’s consumers are confounded by an endless stream of product information in our always-connected, global economy resulting in choice fatigue and purchase indecision. The Future of Branding is the definitive roadmap for the students and managers of enduring brands who are attempting to navigate this competitive landscape and consumer reality. It provides turn by turn guidance to help develop strategy, measure branding effectiveness, narrow focus on profitable customers and assess the true value of a successful brand. Don’t attempt to drive your brand without it.” (Jim Anhut, *SVP Design – IHG and Serial Hospitality Brand Builder*)

“This book comes at a time when brand owners are being challenged by technologies that are changing consumer behaviors and new business models that are disrupting traditional markets. One thing remains the same, consumers still need products to buy and ideas to buy into, but how we build branded relationships with consumers has changed forever. This book is an essential guide for marketers today.

Brand marketing is changing and Lluís Martínez-Ribes’ chapter gets straight to the point. Retailers are no longer destinations that sell branded products, they are brands in their own right. That requires new thinking

and new approaches, this book signposts the way.”

(Simon Hathaway, *Global Chief Retail Officer, Cheil Worldwide Inc.*)

About the Author

Rajendra K. Srivastava is Dean of the Indian School of Business. His work on marketing performance is highly regarded and honored with many prestigious awards. The American Marketing Association awarded him the lifetime achievement award.

Gregory M. Thomas is a marketing visionary and growth hacker. I lead efforts to accelerate profitable revenue growth using state-of-the-art methods in strategic marketing, product development, digital marketing, and go-to-market management.

Users Review

From reader reviews:

Angel Echols:

The event that you get from The Future of Branding may be the more deep you searching the information that hide inside words the more you get serious about reading it. It does not mean that this book is hard to know but The Future of Branding giving you excitement feeling of reading. The article author conveys their point in specific way that can be understood through anyone who read this because the author of this e-book is well-known enough. This kind of book also makes your own personal vocabulary increase well. So it is easy to understand then can go along with you, both in printed or e-book style are available. We advise you for having this The Future of Branding instantly.

Kyle Guthrie:

A lot of people always spent their free time to vacation or even go to the outside with them household or their friend. Are you aware? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity that's look different you can read any book. It is really fun to suit your needs. If you enjoy the book you read you can spent all day every day to reading a reserve. The book The Future of Branding it is quite good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. Should you did not have enough space to develop this book you can buy the particular e-book. You can m0ore easily to read this book from the smart phone. The price is not too costly but this book offers high quality.

Eddie McCoy:

People live in this new morning of lifestyle always make an effort to and must have the time or they will get great deal of stress from both way of life and work. So , if we ask do people have free time, we will say absolutely sure. People is human not really a huge robot. Then we question again, what kind of activity do

you possess when the spare time coming to a person of course your answer may unlimited right. Then ever try this one, reading publications. It can be your alternative inside spending your spare time, often the book you have read is usually The Future of Branding.

Sanjuanita Mecham:

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