Cases on Branding Strategies and Product Development: Successes and Pitfalls

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative to success in a competitive marketplace.

Cases on Branding Strategies and Product Development: Successes and Pitfalls is a collection of case studies illustrating successful brand management strategies as well as common errors of unsuccessful brands. This premier reference work takes a global perspective on branding, providing unique insights for academicians and industrial experts in replicating the successful strategies in different markets.

Topics Covered:

- Brand Positioning
- Branding and Innovative Practices
- Branding and New Product Development
- Innovative Social Branding
- Product and Service Identity
- Sensory Positioning
- Strategic Communications

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

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