Table of Contents

Preface....................................................................................................................................................... viii

Acknowledgment......................................................................................................................................... x

Section 1
Branding and Sustainable Competitive Advantage

Chapter 1
Is Being Perceived as Sustainable a Means to Achieve a Differential Advantage?................................. 1
  Avinash Kapoor, Management Development Institute (MDI), India
  Chinmaya Kulshrestha, Management Development Institute (MDI), India

Chapter 2
Are Strong Brands a Source of Competitive Advantage in the Virtual World?........................................ 4
  Piyush Sharma, The Hong Kong Polytechnic University, Hong Kong

Chapter 3
Taking Public Health Learning Global through Branding and Identity Management.............................. 24
  Shalin Hai-Jew, Kansas State University, USA

Section 2
Strategic Branding Decisions

Chapter 4
Exploring Key Issues in Destination Branding............................................................................................. 47
  Piyush Nangru, Great India Rural Tours, India
  Vaibhav Rustagi, ITC Ltd, India
  Manish Makhija, HCL Technologies, India
  Lubna Nafees, IMT, India
  Omkumar Krishnan, IMT, India
Chapter 5
Branding Strategies for Digital TV Channels ................................................................. 57
Margherita Pagani, Bocconi University, Italy

Chapter 6
Between Physical and Virtual Reality: The Case of Benetton Brand, “A Company that
is Born from Ideas” ........................................................................................................ 69
Annamaria Silvana de Rosa, Sapienza University of Rome, Italy
Elena Bocci, Sapienza University of Rome, Italy

Chapter 7
Branding and Sustainable Competitive Advantage in Indian Politics: Brand Rahul Gandhi ........ 96
Avinash Kapoor, Management Development Institute (MDI), India
Chinmaya Kulshrestha, Management Development Institute (MDI), India

Section 3
Consumers and Brands

Chapter 8
Brand Engagement and Brand Loyalty ........................................................................... 121
Ronald E. Goldsmith, Florida State University, USA

Chapter 9
The Brand Stakeholder Approach: Broad and Narrow-Based Views to Managing
Consumer-Centric Brands .......................................................................................... 136
Jonathan A. J. Wilson, University of Greenwich, UK

Chapter 10
Brand Obsessed Society: Branding Yoga Guru Baba Ramdev in India ....................... 161
Chinmaya Kulshrestha, Management Development Institute (MDI), India
Avinash Kapoor, Management Development Institute (MDI), India

Section 4
Digital and Virtual World

Chapter 11
GeoFree BrandComms: Building and Sustaining Virtual Brand Communities .............. 177
P. Raj Devasagayam, Siena College, USA
Dana A. VanDen Heuvel, Pheedo, Inc., USA

Chapter 12
Enhanced Social Presence Through eBranding the Consumer in Virtual Communities ........ 189
Robert Pennington, Fo Guang University, Taiwan
Chapter 13
E-Branding and Institutional Web Sites: The “Visiting Card” of the Municipalities of Rome and Paris

Annamaria Silvana de Rosa, Sapienza University di Rome, Italy
Elena Bocci, Sapienza University di Rome, Italy
Massimiliano Picone, Sapienza University di Rome, Italy

Compilation of References

About the Contributors

Index