Index

A
abracadabra approach 153
accessible site 221
advertising 3, 19-20, 23, 25, 28, 30, 32, 41, 49, 60-61, 63, 66-67, 69-74, 76, 78, 82-90, 93-95, 113, 121, 123-125, 127-128, 130-133, 143, 147, 149, 151-152, 158, 165, 167, 169, 190, 204-206
affordance 198-199
Analysis of Lexical Correspondence (ACL) 81
artefact 141
artefacts 160
associative networks 78, 81-85, 90, 141
astroturfing 32, 40
Attitude toward Offshore Outsourcing (AO) 11
attraction sector 48
avatars 31, 202-203
awareness aggregate 63
ayurveda 161-163

B
Benetton Group 70, 74, 76
brand architecture 141, 159
brand awareness 25, 58, 68, 104, 186
brand-centric 147, 149
brand cognition 146
brand commitment 121, 132, 134, 186
Brand Communication Tools 66, 68
brand community 39, 147, 149-150, 155, 158-160, 177-181, 183, 185-188
brand competence 166
brand culture 109, 160, 167
brand culture approach 160
brand engagement 121-123, 125-126, 129-132, 134
Brand Engagement in Self-Concept (BESC) 121, 125-126, 134
brand equity 55, 58, 67-68, 96, 98, 113, 118, 121, 125, 133, 139, 151, 155, 157, 159, 164, 178, 186
brand evangelist 125
brand identity 2, 36, 50, 52, 54-55, 58, 68, 96, 98, 102, 107-108, 113, 118, 123, 147, 163-164, 166, 168, 210
brand image 3-7, 10-11, 13-17, 23, 34, 39, 48, 52-54, 58-59, 68, 89, 97-98, 107, 111, 114, 164, 167-169, 181
branding elements 50, 54
branding experience 25, 66
Branding Implications 185
brand life-cycle 65
brand loyalty 4-6, 10, 13-17, 23, 31, 53-54, 58, 64, 121-123, 125, 127-129, 131, 133-134, 148, 178-179, 182-183, 186
brand personality 67, 96, 98, 107, 110, 114, 118, 163, 165-169, 171, 174
brand positioning 34, 72, 158
brand promise 1, 3, 102, 114
brand promotion 118
brand relationship 160, 167
brand stakeholder 136-138, 143-144, 154, 160
brand stakeholder analysis 137, 143, 154
broad view 137, 140, 143, 146, 154, 160

C
Canadian Institute for Distance Education Research (CIDER) 28
cause-related marketing 123, 127, 134-135
chain competition 61
channels for specific viewer-groups 59
Children’s Online Privacy Protection Act (COPPA) 35
click-through 32, 40
Colleague to Colleague (C2C) consortium 28
collective individualism 160
compact communication 179
Computer-Assisted Design (CAD) 202
condition of normal daily exposure 78-79
Connective Web  31
conservatism  6-7, 10, 17
consumer culture  157, 189-190, 192, 196-200, 202-203, 205
consumer culture values  199
consumer ethnocentrism  4, 6-7, 10-17, 21-23
consumer perception  96, 111, 163-164, 168
consumer reflection  107, 109, 167
consumer self-image  167
consumption objects  197, 201
destination organization sector  48
differentiating element  50
digital governance  40
digital television  57-60, 66-68
DiscAn  80-82, 85-86, 95
discursive dynamic  78, 81, 87
Distance Education Online Symposium (DEOS)  28
donership  143, 154
e-Gemeinschaft  194
Electronic Word of Mouth (EWOM)  38, 40
e-mail marketing  32
e-marketing  32-33, 205
emotive effect  2
Endogenous Tourism Projects (ETP)  51
generation  24, 31, 73, 121-134, 136-137, 144, 148, 152
environmental scan  24, 26, 28-29, 40
error prevention  211, 237
e-updates  179
evoked aggregate  63
face-to-face interaction  195
feedback loop  40, 186
free text  81
Gandhi, Rahul  96-98, 103-111, 117-118
generational revolution  104
GeoFree BrandComms  177-180, 182-187
Geographic Information System (GIS)  26
Geoinformatic Hotspot Systems (GHS)  40
global branding  24-25, 27-29, 36-37, 41-42, 45
global communication strategies  71, 76
global financial management  71
globalization of labor force  5, 15
global product  71
Gold Coast Airport (GCA)  52
Gold Coast Tourism (GCT)  52
green business  1
grey literature  36, 39
Harley Davidson Owners’ Group (HOG)  179
herd medicine  25

eBranding  189
e-branding strategy  91, 242, 244
e-culture  192, 195, 197
Edinburgh Tourism Action Group (ETAG)  51
Indian Political System (IPS)  97, 104
identity management  24, 41
image building choices  96, 118
information architecture  40
Instructional Design Open Studio (IDOS) 28
Interactive Distance Education Alliance (IDEA) 29
interactivity 40, 61, 73, 136, 192-194, 201-202, 208, 212, 221, 240
inter-cultural interactions 12
inter-cultural service 12
interrelationships 30, 178, 192, 196
intersectorial competition 61
involvement 16, 49, 51, 99, 103, 109, 123-126, 129, 132-133, 135, 142-143, 162

K
Kapferer brand identity prism 166

M
macro 83, 93, 137, 141, 143, 146, 154, 160
Marketing Science Institute (MSI) 2, 67, 133
market mavenism 124-126, 135
Member Implications 186
member newsletters 179
memetics 141, 160
microblogging 33, 40
micro perspective 160
mobile marketing 32
morphemes 199
narrow view 137, 140, 146, 160
National Rural Employment Guarantee (NREG) 104
network society 208, 243
niche channels 60

O
Offshore Call Center (OCC) 11, 15
Offshore Customer Service Center (OCSC) 9
offshore outsourcing 4-18, 20, 22-23
online branding 24, 156
online experience 193
online marketing 32
online services 222
organizational dynamics 69, 91

P
Panchayat Raj Institutions (PRI) 51
paradigm classes 197
perceived product importance 124
perceived service quality (SQ) 4, 6, 12, 14-18, 23
Personal Balance Scorecard (PBSC) 102
personal brands 96, 102, 117
personality branding 97-98, 100-101, 103, 119
personality facet 111
Personally Identifiable Information (PII) 33-34
persuasive technology 37, 40
physical appearance 107, 166
physical environment 191, 196, 199, 201
political marketing 96-101, 118-119
political marketing management 99
presence 7, 28, 51, 72, 82, 106, 144, 147, 151-152, 165, 189, 192-196, 200-205, 212, 218, 224, 233, 237, 241
Primary Documents (PDs) 229, 231-232, 234-235
product involvement 124-126
pseudo-environment 192-193, 198, 200
public health 24-30, 32-34, 36-37, 39

Q
qualitatively analyzed 228

R
refurbishing brand 115
relationship marketing 121, 126-127, 131, 135, 158
representational value 198
repurchase intentions 5, 15, 23
Return on Investment (ROI) 33

S
sampling 160
Scottish Enterprise Edinburgh and Lothians (SEE & L) 51
semiotics 192, 199, 205
service firm 5-6, 11, 13, 15-16
Severe Acute Respiratory Syndrome (SARS) 53
social objects 189, 193, 195, 198-199, 202
social representations 69, 76-78, 87-93, 207-209, 243-246
specific brand 64, 110, 121, 125-126, 129
stake 54, 143, 147, 154
stakeholder analysis 137, 139-143, 151, 154-155
stakeholder gains 137
Stakeholder Relationship Management (SRM) 150
stakeholder typology 140
state of the system 237
sustainability 1-2, 6, 165, 246
sustainable competitive advantage 57, 96, 131
sustainable synergy 96, 118
symbolic distinction 197
symbolic representations 190, 193, 195-198
Index

T

target audience  34, 59, 66, 83, 87, 98, 101-102, 107, 109-111, 154, 163
themed channels  59-60
transport sector  48
travel and tourism marketing  48-49, 53
trendlining  26
triadic relationship  199
TV branding channel strategy  68
TV channel logo  68

U

usability  31, 206-212, 216, 218, 224-228, 233, 240, 246-247
usability test  207-209, 224-228, 233
Useful Links  218, 221
user-friendly  210
US Patent and Trademarks Office (USPTO)  34, 43

V

viral marketing  32, 40, 184
Virtual Brand Communities  39, 177, 180
Virtual Communities (VCs)  26, 31-32, 40, 179, 187, 189-190, 192-195, 198, 200-206
visiting card  207, 242
visual display terminals (VDTs)  210, 245
vividness  192-195, 200-203
Voice-Over-Internet Protocol (VOIP)  194

W

Washington Online (WAOL)  28
Web Based Logs (Blogs)  28, 30, 42, 101, 113, 139, 151, 177-178, 180-187

Y

yoga  161-165, 168