

<<现代品牌管理>>

图书基本信息

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作者：西尔维·拉福雷

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内容概要

《现代品牌管理(英文版)》采用全新视角探讨了品牌管理和品牌战略，重新审视了当今商业环境下品牌的核心地位。

《现代品牌管理(英文版)》是为学习品牌管理课程的本科生和研究生编写的，在参考最新的品牌研究成果的基础上，重点解决当前品牌经理所面临的战略决策问题。包括：

品牌资产——对企业而言，品牌有何价值?其价值如何评估?

品牌建设和业务建设——品牌如何帮助企业获得成功?

品牌化如何从营销工作中独立出来，成为高层管理者关心的战略问题?

品牌在建立企业声誉过程中所发挥的作用——如何利用社会营销的力量，直面伦理的、环境的、社会责任的挑战?

《现代品牌管理(英文版)》中还专设了结合品牌管理实践的专题内容，包括：品牌化与嘻哈文化、基于rss的品牌化、彩铃和数字渠道、品牌定制化的未来等；并配有丰富的案例资料，如维珍、美国运通、家乐氏、耐克等。

《现代品牌管理(英文版)》中文版即将推出，供读者参照阅读。

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书籍目录

导论

第1篇 品牌化的战略含义

第1章 现代品牌管理概述

第2章 品牌资产和品牌评估

第3章 品牌建设和业务建设

第4章 作为战略资产的品牌——提上公司议程

第2篇 管理品牌——创建和维系品牌资产

第5章 品牌识别和定位

第6章 品牌架构

第7章 品牌延伸

第8章 贯穿生命周期管理品牌

第9章 品牌声誉和企业声誉建设

第3篇 新的业务环境

第10章 新竞争环境和品牌化

第11章 零售商品牌对制造商品牌

第12章 面向消费者的包装设计和品牌化

第13章 原产地品牌化

章节摘录

版权页：插图：acquiring national companies with a number of local brands, in addition to their own global and regional brands. Second, these were well-established traditional brand names known for their quality and reliability. Third, this structure allows products to be tailored to local preferences, and product innovation was quite low. There were few potential synergies from harmonizing brands across borders. A large number of companies had hybrid brand structures with a combination of corporate and product brands. For example, Coca-Cola used the Coca-Cola name on its cola's brand worldwide, with product variants such as Cherry Cke, Coke Lite or Diet Coke, and caffeine-free Coke in some, but not all, countries. In addition, Coca-Cola has a number of local or regional soft drink brands, such as Lilt in various fruit flavours in the U K, TabXtra, a sugar-free cola drink in Scandinavia, and Cappy, a fruit drink in eastern Europe and Turkey (Douglas et al., 1999). In other instances, companies use the corporate name for some product businesses, but not others. For instance, Danone used the Dannon/Danone name on yoghurt worldwide, on bottled water in the US and on cookies in eastern Europe. Danone also owns the Lu and Jacob brands which are used on biscuits in Europe and the US, and three other bottled water brands: Evian, sold worldwide, Volvic and Badoit, only sold in France, as well as Kronenbourg and Kanterbrau beers, and Vivagel and Marie frozen foods in Europe. Other companies had different brand architectures for different product divisions. For example, Unilever had a global brand in its personal products division. The yellow fats division consists mostly of local brands with some harmonization in positioning or brand name across countries, while the ice-cream division had a combination of local and global product brands such as Magnum, Cornetto and Solero. These were endorsed by a country or regional house brands such as Walls and Algida, and all shared a common logo worldwide.

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