

New Strategic Brand Management Kapferer

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Adopted internationally by business schools and MBA programmes, this book is the ultimate resource for senior strategists, positioning professionals and postgraduate students to understand and overcome the challenges of brand management and strategy today, written by the leading international expert of branding, Jean-Noël Kapferer. The New Strategic Brand Management is simply the reference source for branding professionals and postgraduate students. Over the years it has not only ...

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The New Strategic Brand Management: Advanced Insights and ...

Kapferer, a French management professor, crafts elaborate theories and practical ideas regarding brand awareness, global branding, multibrands and brand territories. While his coverage of generics is paltry, his extensive analyses of branding strategies and his case studies (GE, Black & Decker, Proctor & Gamble) are extraordinary, as are his procedures on calculating the value of a brand.

Strategic Brand Management: Kapferer, Jean-Noel ...

Jean-Noel Kapferer is the European authority on brand management. He is internationally recognised as one of the worldwide leading specialists on brands and one of the most influential. He has promoted radical new concepts and methods, written eleven books on communication and brands.

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Jean-Noël Kapferer is an expert on brand management. His book The New Strategic Brand Management (published by Kogan Page) is a key reference work for MBA programs worldwide. He holds the...

Strategic Brand Management: Creating and Sustaining Brand ...

The Kapferer Brand Identity Prism model is a widely accepted model in the marketing world. The prism visualises six aspects of a brand identity, namely: physique, personality, culture, self-image, reflection, and relationship. This model connects with brand management and enables the brand manager to look at the brand from different perspectives.

What is the Kapferer Brand Identity Prism? Definition and ...

Jean-Noel Kapferer is an internationally recognized thought leader on brands and brand management. A professor at HEC Paris, he holds a PhD from Northwestern University (USA) and is an active consultant to many European, Asian and American corporations.

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The New Strategic Brand Management is simply the reference source for branding professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself.

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