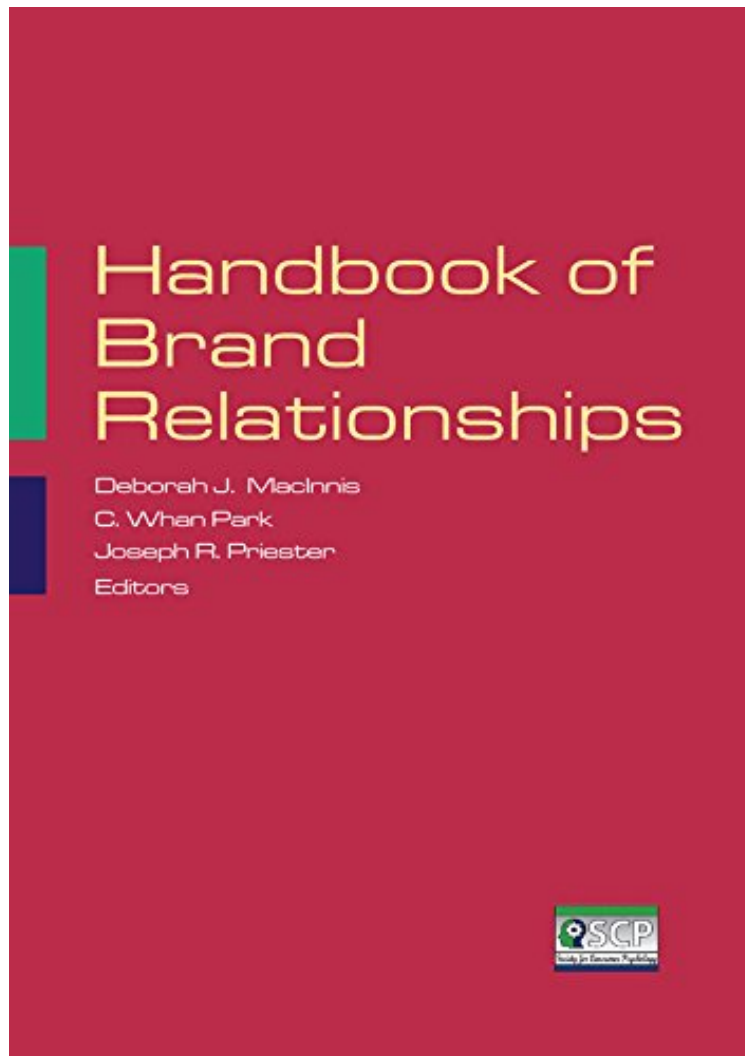


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Handbook of Brand Relationships

Deborah J. MacInnis, C. Whan Park, Joseph W. Priester
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Deborah J. MacInnis, C. Whan Park, Joseph W. Priester : Handbook of Brand Relationships before purchasing it in order to gage whether or not it would be worth my time, and all praised Handbook of Brand Relationships:

0 of 0 people found the following review helpful. great bookBy Flavio S. BizarriasThis book gathers some of the most important authors, and scholars in the topic of brand relationship. Departing from a seminal study, the book presents a lot of points of view about the main theme, and also is very competent in discussing its relation with other constructs in marketing theory.

Brand relationships are critical because they can enhance company profitability by lowering customer acquisition and retention costs. This is the first serious academic book to offer a psychological perspective on the meaning of and basis

for brand relationships, as well as their effects. "The Handbook of Brand Relationships" includes chapters by well-known marketing and psychology scholars on topics related to the meaning, significance, and measurement of brand relationships; the critical connections between consumers and the brand; how brand relationships are formed through both thoughtful and non-thoughtful processes; and how they are built, repaired, and leveraged through brand extensions. An integrative framework introduces the book and summarizes the chapters' key ideas. The handbook also identifies several novel metrics for measuring various aspects of brand relationships, and it includes recommendations for further research.