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# Strong Brands, Strong Relationships

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## STRONG BRANDS, STRONG RELATIONSHIPS

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**From Routledge : Strong Brands, Strong Relationships** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strong Brands, Strong Relationships:

From the editor team of the ground-breaking Consumer-Brand Relationships: Theory and Practice comes this new volume. Strong Brands, Strong Relationships is a collection of innovative research and management insights that build upon the foundations of the first book, but takes the study of brand relationships outside of traditional realms by

applying new theoretical frameworks and considering new contexts. The result is an expanded and better-informed account of people's relationships with brands and a demonstration of the important and timely implications of this evolving sub-discipline. A range of different brand relationship environments are explored in the collection, including: online digital spaces, consumer collectives, global brands, luxury brands, branding in terrorist organizations, and the brand relationships of men and transient consumers. This book attends to relationship endings as well as their beginnings, providing a full life-cycle perspective. While the first volume focused on positive relationship benefits, this collection explores dysfunctional dynamics, adversarial and politically-charged relationships, and those that are harmful to well-being. Evocative constructs are leveraged, including secrets, betrayals, anthropomorphism, lying, infidelity, retaliation, and bereavement. The curated collection provides both a deeper theoretical understanding of brand relationship phenomena and ideas for practical application from experiments and execution in commercial practice. *Strong Brands, Strong Relationships* will be the perfect read for marketing faculty and graduate students interested in branding dynamics, as well as managers responsible for stewarding brands.

"A scholarly and rigorous exploration into what drives consumer behaviour in relation to brands provocatively dissected and evaluated by some of the most forward-thinking academics and practitioners in advertising and brand marketing today. Prepare to rethink your long-cherished assumptions!" - Hayes Roth, Adjunct Professor of Marketing at City College of New York and founder of HA Roth Consulting LLC, USA  
"This thoughtful and provocative collection is just the catalyst needed to move brand relationship marketing to the next level. Mixing pioneering theory with practical insights, the authors speak to both the real challenges facing marketers and growth officers today, and the new frontiers that they will soon have to confront: static vs. dynamic brand identities, personal vs. social brand interactions, and beneficial vs. nuanced brand relationships, to name just a few. A must-read for serious brand builders." - Lara L. Lee, SVP Customer Experience Design, Lowe's Companies, Inc., USA  
"For anyone looking to strengthen the bond between their brand and target audience, this is a timely and deeply fascinating compendium. It contains the latest thinking from the best and the brightest about brands, consumers, and the lives they share. Every chapter is rich in insights and inspiration; in particular, the articles on loyalty, social media and the brand-driven organization have expanded my thinking about how to connect more powerfully with our customers." - David Snead, Vice President, Marketing, Brand and Customer Experience, New York Philharmonic, USA  
"This book is one of the most valuable sources of new research. It includes deeply insightful articles and source material for those who wish to create, build and strengthen brand relationships in today's era of digital Darwinism." - Erich Joachimsthaler, CEO of Vivaldi Partners Group, USA  
"Strong Brands, Strong Relationships breathes new life into marketing! It makes a strong case that the value of brands is in the human relationship, promising a more scientifically grounded, yet authentic future for marketing." - Stephen X Springfield, Sr. Vice President, Sentient Decision Science, USA  
About the Author: Dr. Susan Fournier is Questrom Professor of Management and Faculty Director of the M.B.A. Program at Boston University, USA. Dr. Michael Breazeale is an Assistant Professor of Marketing at Mississippi State University, USA. Dr. Jill Avery is a Senior Lecturer at Harvard Business School, Harvard University, USA.