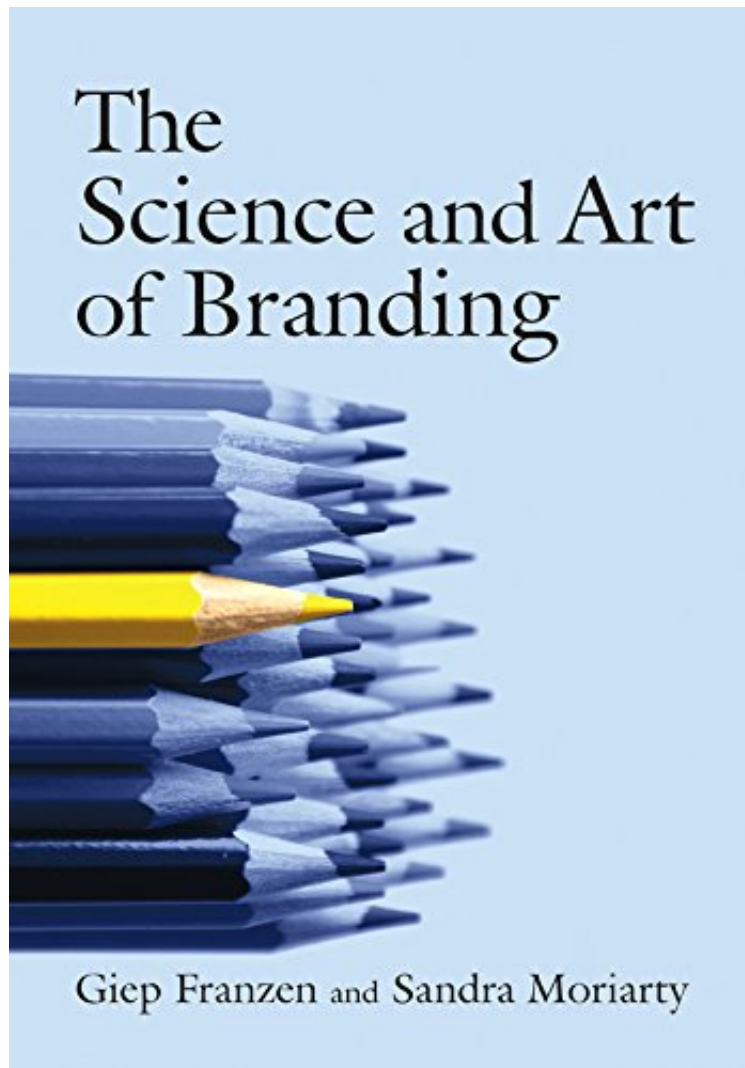


The Science and Art of Branding

Giep Franzen, Sandra E. Moriarty
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Giep Franzen, Sandra E. Moriarty : The Science and Art of Branding before purchasing it in order to gage whether or not it would be worth my time, and all praised The Science and Art of Branding:

0 of 0 people found the following review helpful. Great content.By JREGreat information.0 of 1 people found the following review helpful. i love this bookBy chatchawan pukahutai love this book.it help me by elevate dimension of brand vision and makes me know more a deep theory of brand which is i never read it before.thx :-D

This innovative work provides a state-of-the-art overview of current thinking about the development of brand strategy. Unlike other books on branding, it approaches successful brand strategy from both the producer and consumer perspectives. "The Science and Art of Branding" makes clear distinctions among the producer's intentions, external

brand realities, and consumer's brand perceptions - and explains how to fit them all together to build successful brands. Co-author Sandra Moriarty is also the author of the leading *Principles of Advertising* textbook, and she and Giep Franzen have filled this volume with practical learning tools for scholars and students of marketing and marketing communications, as well as actual brand managers. The book explains theoretical concepts and illustrates them with real-life examples that include case studies and findings from large-scale market research. Every chapter opens with a mini-case history, and boxed inserts featuring quotes from experts appear throughout the book. "The Science and Art of Branding" also goes much more deeply than other works into the core concept of brand equity, employing new measurement systems only developed over the last few years.