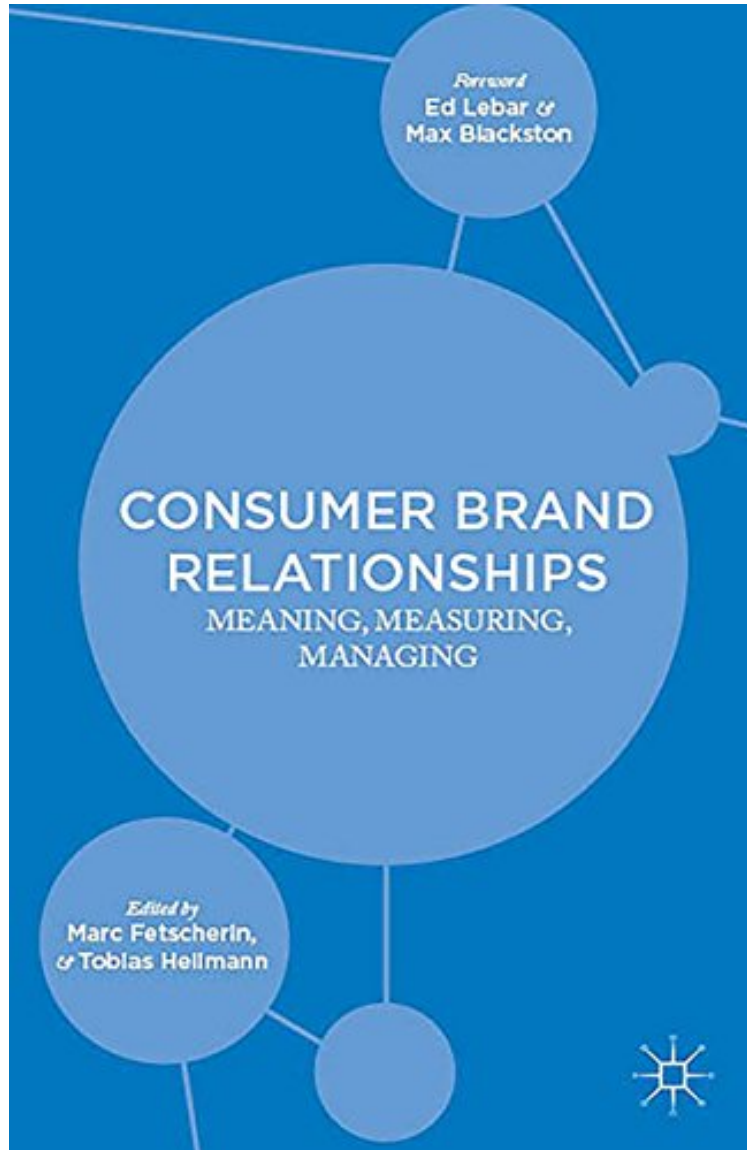


(Mobile ebook) Consumer Brand Relationships: Meaning, Measuring, Managing

Consumer Brand Relationships: Meaning, Measuring, Managing

From Palgrave Macmillan

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From Palgrave Macmillan : **Consumer Brand Relationships: Meaning, Measuring, Managing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Consumer Brand Relationships: Meaning, Measuring, Managing:

Consumer Brand Relationships further advances the understanding of consumers' relationships with brands. The book discusses what brand relationship means and how to measure and manage brand relationships by compiling eleven

chapters written by leading experts to provide an important contribution to a better understanding of brand relationships.

What a superb contribution to the branding literature! This book provides a great blend of content, in which essential branding principles are cleverly woven together with cutting edge research and ideas from the frontiers of branding thought. John Cadogan, Professor of Marketing, Loughborough University, UK Editor-in-Chief, *International Marketing Review* Understanding the relationship that a brand has with its consumers is a crucial first step for the brand's long-term success. *Consumer Brand Relationships: Meaning, Measuring, Managing* is an important compilation of thought-provoking ideas that enhance our understanding of this important concept. This book will make you think deeply about your brand, its consumers, and the relationship between the two. Pankaj Aggarwal, Associate Professor of Marketing, University of Toronto Scarborough, Canada *Consumer Brand Relationships: Meaning, Measuring, Managing* is a useful collection of original research for anyone interested in marketing for long term profitability. Aaron Ahuvia, Professor of Marketing, University of Michigan-Dearborn, USA The chapters in this book add recent perspectives and evidence on many factors that shape brand love (including the need to compensate for loneliness), and many outcomes that it determines, varying in intensity and character over time. And all of this new research gets nicely organized into an overarching framework, with detail added on how practitioners are putting the brand love construct into real-world use. Clearly a volume that must be read by everyone with any interest in this domain. Rajeev Batra, S.S. Kresge Professor of Marketing, University of Michigan, USA This book, with chapters from some of the foremost practitioners and academic thinkers in the discipline, provides the reader with a variety of studies in which the construct of brand love is most often the central type of relationship. We would like to gratefully acknowledge the valuable contributions of the editors and chapter authors to increasing our knowledge of *Consumer Brand Relationships*. Max Blackston and Ed Lebar, Founding Partners, Blackbar Consulting, USA About the Author Marc Fetscherin is Associate Professor of International Business and Marketing at Rollins College, United States. Fetscherin is Founder and Organizer of the International Consumer Brand Relationships (CBR) Conference, which started in 2010 at Rollins College. In 2012, he coedited the book *Consumer-Brand-Relationship: Theory and Practice*, published by Taylor and Francis, Foreword by Kevin Keller. This second edited book contains a collection of the best papers originally presented at the 3rd CBR Conference held on September 26-28, 2013. For more information, visit www.fetscherin.com. Tobias Heilmann is CEO of campaignfit Ltd., Switzerland, a consulting company specializing in empirical brand consulting. Based on scientific tools, he and his team measure, test, and predict company brand, product/service brand, employer brand, CEO brand, and place brand, and develop and implement strategies for companies and states. Furthermore, he is Assistant Professor in Social and Business Psychology at the University of Zurich, Switzerland. He received his PhD in Business Psychology from the University of Zurich, Switzerland. He holds an MA in Organizational Psychology from the University of Tübingen, Germany.