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What's Different about This Book?

Although a number of excellent books have been written about brands, no book has really maximized breadth, depth and relevance to the greatest possible extent. We developed a framework that provides a definition of brand equity, identified sources and outcomes of brand equity, and provided tactical guidelines about how to build, measure, and manage brand equity. The framework approaches branding from the perspective of the consumer; it is called *customer-based brand equity*.

Who Should Read the Book?

A wide range of people can benefit from reading this book:

- Students interested in increasing both their understanding of basic branding principles and their exposure to classic and contemporary branding applications and case studies
- Managers and analysts concerned with the effects of their day-to-day marketing decisions on brand performance
- Senior executives concerned with the longer-term prosperity of their brand franchises and product or service portfolios
- All marketers interested in new ideas with implications for marketing strategies and tactics

The perspective we adopt is relevant to any type of organization (public or private, large or small), and the examples cover a wide range of industries and geographies.

NEW TO THIS EDITION

As we all know, the world of marketing is undergoing a radical transformation. The growth of digital and mobile technologies has given consumers the ability to connect with each other at warped speed and on a scale that has never been witnessed before. The access to information in today's world is unparalleled, and brand marketers are using a plethora of new digital channels