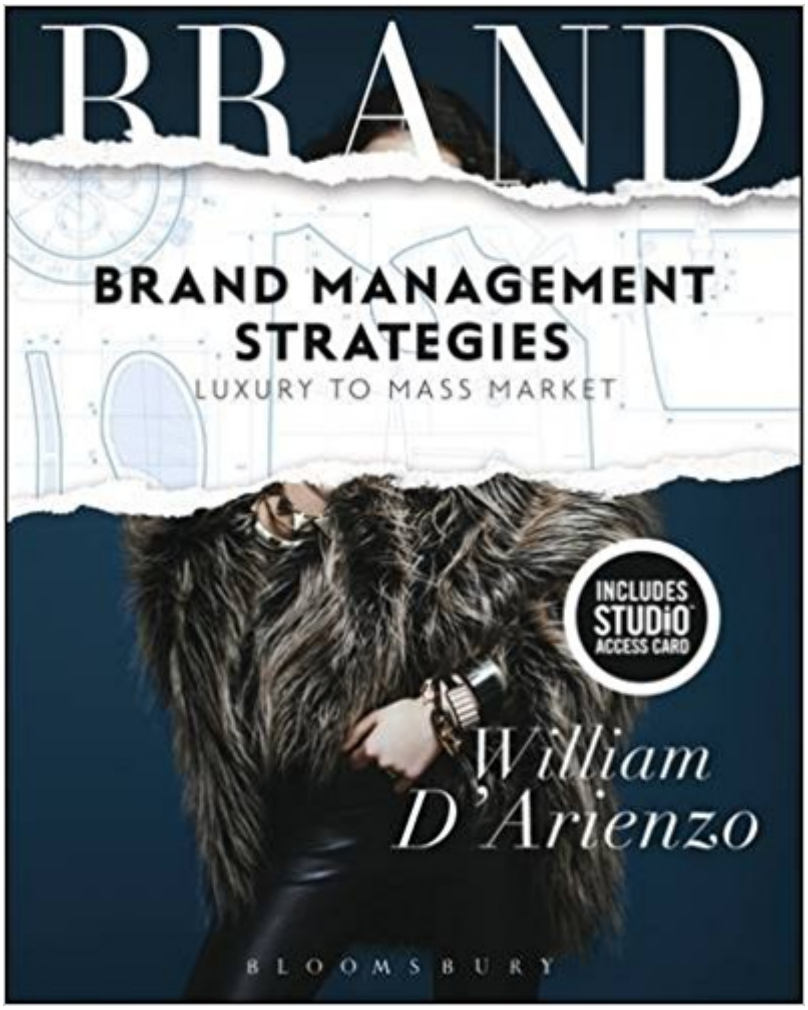
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Brand Management Strategies: Bundle Book + Studio Access Card



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Synopsis

As global economies grow and the cost of doing business increases, the brand is the pre-eminent business asset needed for success in global business development. Brand Management Strategies: Luxury to Mass Marketpresents the brand experience on a market continuum from mass market to luxury, using diverse examples from Burberry to BMW, Coca-Cola to Chanel, and Starbucks to Starwood. Underpinned by the author's many years of practical experience as both a professor and brand consultant, this book details the proven steps necessary to develop, build, and sustain a successful brand, brand strategy, and business.Features - Filled with current examples from fashion brands such as Burberry, Coach, Banana Republic, and Target and non-fashion brands including Apple, Samsung, Hyundai, Porsche, Ritz Carlton Hotels and more- Brandstorming: Successes and Failures depict real world case studies of successful-and not so successful-branding strategies - Experiential learning tools include learning objectives, bolded key terms, and end of chapter Conversationsdiscussion questions and Challenges projects and activitiesSTUDIO Resources- Study smarter with self-quizzes featuring scored results and personalized study tips- Review concepts with flashcards of terms and definitionsTeaching Resources- Instructor's Guide provides suggestions for planning the course and using the text in the classroom, supplemental assignments, and lecture notes- Test Bank includes sample test questions for each chapter- PowerPointÃ Â® presentations include full color images from the book and provide a framework for lecture and discussionThis bundle includes Brand Management Strategies and Brand Management Strategies STUDIO Access Card.

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