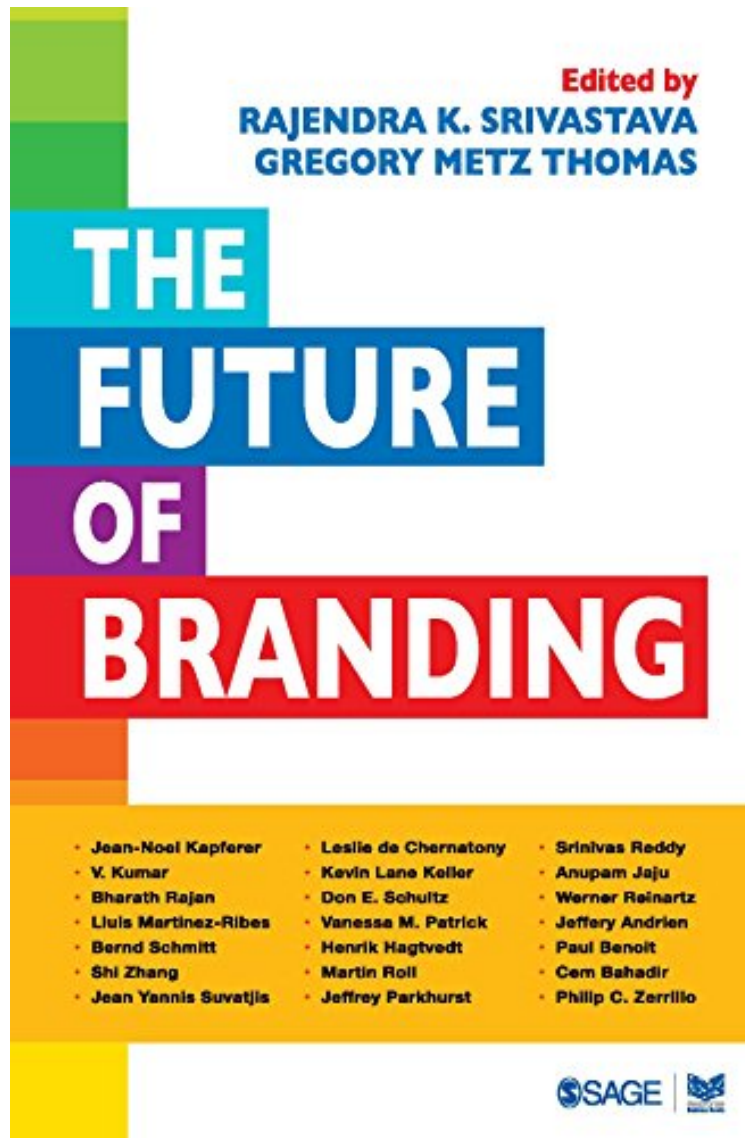


The Future of Branding

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New ideas change the world. From social movements to scientific discovery the power of an idea is to reshape the world, who we are, and how we live. Changes in the increasingly dynamic competitive environment require a focus on what should be done, not just what is currently done. The inspiration for this book is to provide an outlet for cogent

ideas that will help managers build and maintain brands in the future marketplace. Written by the leading minds in management from around the globe who are redefining best practices in managing brands, it examines the future of branding on key concepts including brand performance management, brand strategy, brand building, revitalizing brands, brand valuation, brand analysis, brand protection, and brand experience. The all-star team includes: Martin Roll, Kevin Lane Keller, Don E. Schultz, Bernd Schmitt, Jean-Noel Kapferer, V. Kumar, Bharath Rajan, Lluís Martínez-Ribes, Shi Zhang, Jean-Yannis Suvatjis, Leslie de Chernatony, Vanessa M. Patrick and Henrik Hagtvedt, Gregory M Thomas, Jeffrey Parkhurst Srinivas Reddy, Anupam Jaju, Werner Reinartz, Jeffery Andrien, Paul Benoit, Philip C Zerrillo, Cem Bahadır, and Rajendra K Srivastava.

"Finally, we have a marketing treatise that makes brand strategy more meaningful and an essential part of business performance, innovation, and customer affinity building." --Donovan Neale-May
"Srivastava and Thomas have assembled some of the best minds and their latest thinking on how to build, protect, and leverage brands to capture new opportunities and fully realize a brand's economic potential"--George S. Day, "Today's consumers are confounded by an endless stream of product information in our always-connected, global economy resulting in choice fatigue and purchase indecision. The Future of Branding is the definitive roadmap for the students and managers of enduring brands who are attempting to navigate this competitive landscape and consumer reality. It provides turn by turn guidance to help develop strategy, measure branding effectiveness, narrow focus on profitable customers and assess the true value of a successful brand. Don't attempt to drive your brand without it."--Jim Anhut, "I was impressed and delightfully surprised with the Future of Branding. It is a senior marketing executive's bible for rigorous thinking and analysis for growth and profitability. It provides a vital range of systematic frameworks and techniques for managing brands not covered in other books. Get it before your competition does!"--Tan Suee Chieh, "The role of brands is changing rapidly and dramatically with the rise of digital marketing and addressability, the growing power of emerging markets, and the key role of value chains in providing ecosystems of products and services. A changing role does not mean a decreasing role, but it does provide an urgent call for creative adaptation. This book brings together some of the best minds in marketing to understand the issues involved in this turbulent environment and provide ideas as to how they might be addressed. As such, I consider it to be essential reading for both academics and managers."--John Roberts, "A nice, tight compilation of guru-inspired commentaries covering many of the foundations, facets, and fallacies of branding in a hyper-connected digital world. The Future of Branding provides a multi-disciplinary view of how to build brand value using customercentric, gratification strategies. Drawing on expert insight, this book provides a banquet of views with a more palatable and enjoyable content snacking experience."--Donovan Neale-May, "The book is a very useful tool for managers and practitioners involved in all aspects of branding. A lot of how to's and discussions of strategies from leading thinkers in the field of branding mean that this book can be used as a ready reference. Speaking as someone whose business is centered on building a brand, I'd make it available throughout my organization."--Richard Eu, "I was impressed and delightfully surprised with the Future of Branding. It is a senior marketing executive's bible for rigorous thinking and analysis for growth and profitability. It provides a vital range of systematic frameworks and techniques for managing brands not covered in other books. 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(Vision, Volume 20 (Issue 4), December 2016)About the Author Rajendra K. Srivastava is Dean of the Indian School of Business. His work on marketing performance is highly regarded and honored with many prestigious awards. The American Marketing Association awarded him the lifetime achievement award. Gregory M. Thomas is a marketing visionary and growth hacker. I lead efforts to accelerate profitable revenue growth using state-of-the-art methods in strategic marketing, product development, digital marketing, and go-to-market management.