



Advanced Brand Management: Managing Brands in a Changing World

By Paul Temporal

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Advanced Brand Management: Managing Brands in a Changing World By Paul Temporal

Paul Temporal has written a remarkably insightful book on how to build strong brands. he addresses every issue in brand management with sound theories and marvelous examples. This is one of the best books on brand management to help any company build powerful brands. - **Philip Kotler**

Those building and managing brand assets will find the issues facing them addressed in Advanced Brand Management with clarity, insight, and an easy-to-read style. Chock full of case studies, I especially found useful and stimulating, the author's willingness to offer critical judgments of brand decisions. - **David Aaker**

Paul Temporal's new book is interesting, entertaining, well-written, and loaded with everything you need to know to manage a brand. What more could you want? Read it! - **Al Ries**

Brands in Asia are a paradox. Everyone believes in them, but the ability to create them often lags far behind. To those who imagine that branding is just a passing fashion, this book is a powerful corrective. Paul Temporal describes in magisterial detail the philosophy, but above all, the practice of branding. As such, it is a vital tool for all those who believe that Asia's future lies in strategic solutions. - **Miles Young**

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Editorial Review

Review

“...a description of what brand management is, but also a manifesto for the exciting interdisciplinary challenge it should be...”(Marketing, 17 April 2003)

Review

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--**Philip Kotler**, *S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg Graduate School of Management, Northwestern University*

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--**David Aaker**, *Vice Chairman, Prophet, and Author, Brand Leadership and Building Strong Brands*

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--**Al Ries**, *Chairman, Ries & Ries, and Co-author, The 22 Immutable Laws of Branding*

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--**Miles Young**, *Chief Executive Officer, Ogilvy & Mather Worldwide*

From the Inside Flap

Advanced Brand Management: Managing Brands in a Changing World (Second Edition) is a complete guide to managing the most valuable assets in the business world--brands. In this exciting second edition, Paul Temporal, a world-renowned brand expert, explains how to develop and manage sophisticated strategies that will ensure sustainable brand value. Dr. Temporal addresses issues such as:

- How to gain and use valuable consumer insights
- How to use emotion to secure brand success
- How to create a brand vision
- How to create a power brand strategy
- How to develop positioning strategies that bring outstanding results
- How to respond to brand architecture challenges
- What to consider in extending, revitalizing, repositioning, and deleting brands
- How to build a brand culture, engage employees, and carry out internal branding
- How to create a total communications strategy
- How to address critical issues in brand management, and the role of speed, agility, and innovation
- How to structure brand guardianship and management
- How to track brand success

More than 40 case studies, including both successful and unsuccessful international brand management initiatives, illustrate practical applications of the topics covered. New cases include:

- Google
- Twitter
- MySpace
- Facebook
- Zara
- Opus
- Chivas Regal
- MTV
- P&G
- Coca-Cola
- Absolut
- Nike
- LG
- Apple
- The Obama presidential campaign

Plus more...

This stimulating book also features a brand management toolkit--an invaluable collection of questions, exercises, and notes culled from Dr. Temporal's wealth of experience. The toolkit will provide you with your own personal consultancy checklists and support, helping to improve and secure your brand equity.

Whether you are in control of an established company, starting up a new one, or have responsibility for a brand in a particular industry or sector, *Advanced Brand Management* is an indispensable resource.

Users Review

From reader reviews:

Susan Metcalf:

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Candy Dixon:

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Christopher Williams:

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Cary Freeman:

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