

Librería
Bonilla y Asociados
desde 1950



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Brands represent invaluable intangible assets, instructing "the brand" must pose considerable challenges? Are there important questions that you find don't get answered in some books?

-The concept of brand equity is the main focus of this book-and provides all students with a valuable perspective, and a common denominator to interpret the potential effects and trade-offs of various strategies and tactics for their brands. By giving the students the foundation, the textbook allows for the broad exploration of a complicated subject. Brand equity is the bridge between what happened to the brand in the past and what should happen to it in the future.

-Of course instructors have their own direction they would like to see the class go in, but laying the groundwork is imperative. In Strategic Brand Management we'll provide insights into how to lay that groundwork and create profitable brand strategies by building, measuring, and managing brand equity.