

## Product Brand Management 1st Edition

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Presenting the basics of brand management, the book provides both a theoretical and practical guide to brands, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. In a world in which social media and inclusive digital platforms have increased customer engagement, the role of brands and branding has changed.

### Brand Management: Co-creating Meaningful Brands 1st Edition

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Your brand will remind you of your product goals and help you stay on track. Even if this is the case, however, Brand and Product Management are different. Brand people come usually from creative backgrounds, where they try to combine user research, psychology and design to find out what matters the most for potential audiences.

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**Brand Management: A Theoretical and Practical Approach ...**

Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to ...

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Brand management is a function of marketing that uses special techniques in order to increase the perceived value of a product (see: Brand equity). Based on the aims of the established marketing strategy, brand management enables the price of products to grow and builds loyal customers through positive associations and images or a strong ...

**Brand management - Wikipedia**

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