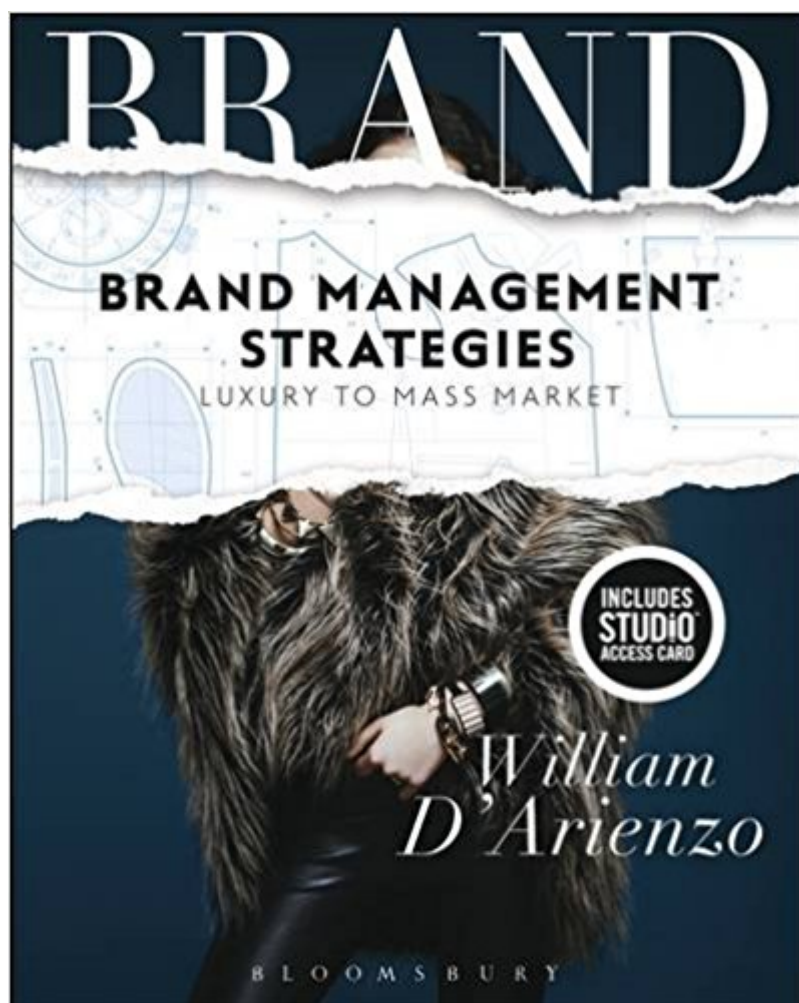


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Synopsis

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 Market* presents 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 **Conversations** discussion questions and **Challenges** projects and activities **STUDIO Resources**- **Study smarter** with self-quizzes featuring scored results and personalized study tips- **Review** concepts with flashcards of terms and definitions **Teaching 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- **PowerPoint®** presentations include full color images from the book and provide a framework for lecture and discussion This bundle includes *Brand Management Strategies* and *Brand Management Strategies STUDIO Access Card*.

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