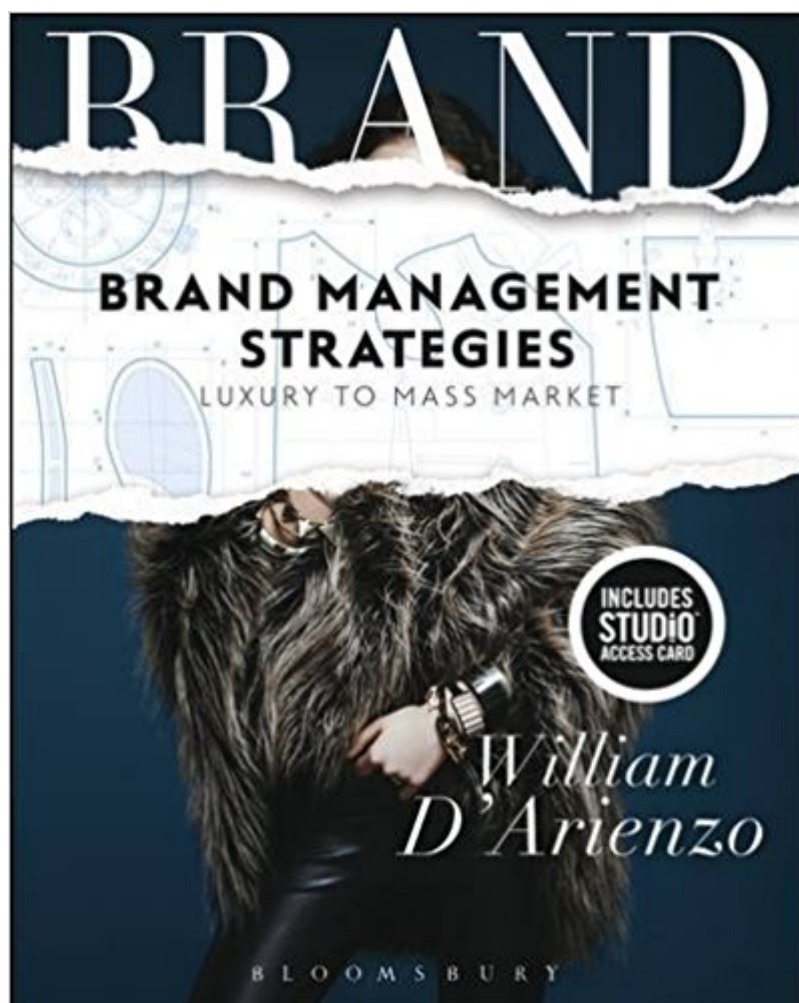


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# Brand Management Strategies: Bundle Book + Studio Access Card



## 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*.

## Book Information

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## Customer Reviews

William D'Arienzo, Ph.D., is founder of and currently facilitates the Brand Management Experience program at the Fashion Institute of Technology (FIT), USA, and is an adjunct Assistant Professor at Rider University, College of Business, USA. He is the founder and CEO of Wm. D'Arienzo Associates, Inc., a training and consultancy firm and is also CEO of Apparel Analytics, an online consumer research service.

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