Brand Admiration. Building A Business People Love

Description: PRAISE FOR BRAND ADMIRATION

"The brand admiration model provides a compelling framework (the 3Es) for developing brands that enhance value to customers and companies alike. Such brands connect with customers and meet goals contributing to their happiness by providing meaning, identity, and emotion. This is powerful stuff!"

JAMES R. BETTMAN, Burlington Industries Professor, Fuqua School of Business, Duke University

"Park, MacInnis, and Eisingerich bring their wealth of experience and insight to offer a thorough, original, and practical view of branding. Comprehensive, concise, and highly actionable, their detailed development of the brand admiration concept is a virtual gold mine for thoughtful practitioners interested in improving the design, implementation, and measurement of their branding strategies."

KEVIN L. KELLER, E.B. Osborn Professor of Marketing, Tuck School of Business, Dartmouth University, and former executive director of the Marketing Science Institute

"This book constitutes a rich and insightful addition to the world of brand strategy, as it pinpoints the ins and outs of how to build a beloved brand. For anyone or any company committed to being an admired brand, this book is required."

EUI SUN CHUNG, vice chairman, Hyundai Motor Company

"Park, MacInnis, and Eisingerich provide a powerful yet immensely practical perspective on building and managing brand admiration. Solidly grounded in academic research, the book provides an array of actionable tools to curate and measure brand admiration for the short- and long-term success of brands. This book is a must read for senior executives in businesses large and small, as well as for those who are directly involved in managing brand performance."

BABA SHIV, Sanwa Bank, Limited, and Professor of Marketing, Stanford Graduate School of Business

"Finally, a book that evolves the discipline of branding with a fresh, comprehensive, and practical approach. This is a must read for business leaders looking to build an enduring brand that will maximize the value of their company."

DOREEN IDA, former division president and marketing director at Nestl USA

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