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In the 1980s,

corporate

managers began

to realize that

brands have

financial and

strategic value,

as well as

emotional and

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cognitive
associations. A
brand can
enhance itself
over time, and since
it grows as its
product or
service grows.

The product
embodies the
brand and
becomes the main
way that
customers

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evaluate it.

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Summary by Jean

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A brand,
Kapferer argues,

is not a
product, but the
product's

essence, its
meaning, and its

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direction.

Strategic brand
management

starts with a

holistic And

understanding of

this gestalt

rather than its

component parts:

the brand name,

logo, design or

packaging, and

image.

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positioning. The
number 1 step in
strategic brand
management is to
decide the brand
positioning
which the firm
wants to
achieve. This in

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Brand itself is a humongous task. The marketer has to research the positioning of each brand in the industry and then find out differentiating factors.

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the perspective
of the consumer,
and provides a
framework that
helps students
and managers
identify,
define, and
measure brand
equity. Using
insight from
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