Marketing Communications A Brand Narrative Approach | 9c6e4e729548ba2a2a143b14a800571449

Marketing Communications in Emerging Economies, Volume I Political Branding, Brand Management, Herding Words, Marketing Communications, Psycholinguistic Phenomena in Marketing Communications, Marketing Communications.


Storytelling, Applying structural semiotics to brand image research, Finding Your Capital S Story, Storytelling, and Studyguide for Marketing Communications.

Marketing Communications.

Building a StoryBrand and The Moral of the Story Studyguide for Marketing Communications. Towards a semiotics of brand equity: Brand coherence and communicative consistency through structuralist operations and rhetorical transformations.


Political Branding.

"The authors have the uncommon knack of taking the complex and explaining it in a clear, compelling way. I recommend it if you want to learn the principles of strategic communications and get structured suggestions to create better campaigns." - Dave Chaffey, Co-founder and Content Director, Smart Insights. This handbook has the strongest focus of online and offline integration of any marketing communications textbook.

A blended approach to marketing is in its DNA. Compared to the competition that too often uses a bolts-on approach to integration, this book is essential for giving students the precise skills employers will look for - to be able to implement genuinely integrated marketing campaigns. This new, seventh edition combines professional and academic expertise to ground big picture theory into real-world case studies, drawing from cutting-edge global companies like Snapchat and Spotify, that will teach students the why behind the how.

With increased focus on social media and the latest digital technologies, this new edition will teach students: - How AI, the Internet of Things, Big Data, AR/VR and marketing automation can be used successfully in campaigns. - The opportunity and risks of social media. - How to navigate ethical and data management challenges. - How to use the preferred digital marketing tools and technology. Covering the key themes of customer engagement, experience and journey, this book will allow students to become truly confident working in an environment of ongoing technological transformation.

Brand Management. This volume presents the full proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress held in Paris, France. It contains current research in marketing from academics, scholars, and practitioners from around the world. Focusing on advancing marketing theory and practice, this volume will help marketers in future work to provide meaningful value for companies, consumers, and society. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Herding Words Never Highlight a Book Again. Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompaniments: 9780872893795. This item is printed on demand.

Marketing Communications. This title from the 'ECIS/CIS Effective Series' is brief, concise and easy to read and free of all jargon. It aims to motivate and show people how 'doable' marketing and advancement can be.

Psycholinguistic Phenomena in Marketing Communications. Strategic Narrative Marketing will shift the way you think about and develop company messaging. Using this guidebook, you have an action plan to create a consistent, unified message that stands out and moves your organization from explaining - to leading. It addresses the persistent challenge of having something meaningful and compelling to say, and provides a framework to create a new industry narrative that is unique, differentiating and inspires category change and organizational leadership. Whether you need to align your company, change perceptions, gain influence as a true thought leader, or attract talent and investment, Strategic Narrative Marketing can help elevate your story to win in the market.

Marketing Communications. Corporate Communication is an increasingly powerful strategic tool for connecting with a company's stakeholders. This book features contributions from leading international MA26s, combining a strong theoretical grounding and the latest research with a practical, managerial focus. Ideal for students and practitioners of corporate communications.

Storytelling in Luxury Fashion New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for
websites, brochures, and social media. Whether you are the marketing director of a multibillion dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Brand Storytelling: The Value of Design in Retail and Branding creates a much-needed bridge between different disciplines involved in retail design, bringing together a range of research and insights for practice in these disciplines, improving the impact of design.

The SAGE Encyclopedia of Quality and the Service Economy Brand Bewitchery is for leaders of purpose-driven brands who seek a proven system to clarify their brand story, amplify their impact and simplify their life. The book guides readers through the Story Cycle System(TM) to craft their overarching brand narrative, a process that has grown business by as much as 600 percent. But how you tell your story is critical to success. Brand Bewitchery also includes two dynamic story structures. Readers will learn the And, But & Therefore foundational narrative framework to focus all of their messaging for more compelling communications. Plus, they will apply the Five Primal Elements of a short story to create a big impact. Brand Bewitchery features 12 precise story quests: individual and team-building exercises that help the brand creator find, craft and tell true stories that sell. These real-life stories not only support their new brand narrative crafted within these pages but ensure their content hacks through the noise to hook the hearts of their customers. When finished with this guide book, readers will have revealed their most powerful stories for their personal brand to grow their influence and their business brand to generate a measurable increase in sales while increasing the productivity of their people and enhancing lives in the communities they serve. The storytelling structures in Brand Bewitchery, tested over more than a decade through hundreds of businesses and the thousands of people, simply help leaders excel through the stories they tell.

Effective Marketing, Communications and Development In a world where people can learn about a brand's products and services from friends, family, and other trusted sources at the touch of a screen, brands must reconsider how they interact and build relationships with people. In this insightful and instructive book on brand marketing and storytelling, advertising agency veteran and CEO Jeff Freedman shares his personal journey of discovering how successful brands build strong relationships with people. Through stories of his own personal and business experiences, Freedman guides readers on how to discover and share the moral of their story to become a brand that audiences love. The Moral of the Story is a must-read that will cause you to rethink how you represent your brand and help build lasting, authentic relationships that will enable your brand to thrive.

Strategic Brand Management in Higher Education: The field of psycholinguistics and the application of psycholinguistic theory to advertising and marketing communications has become a topic of great prominence in the field of consumer behavior. Psycholinguistic Phenomena in Marketing Communications is the first book to address the growing research in this area. This timely volume combines research conducted by current scholars as it demonstrates diversity of the field in terms of relevant topics and methodological approaches. It examines brand names and their semantic and sound-based impact; sentence structure and research in marketing communications; advertising narratives evoking emotional responses; the effects of empathy response on advertising; and the role of language and images in creation of advertising. The book includes authors from a variety of fields, including mass communication, marketing, social psychology, linguistics, and neuropsychology. A range of perspectives is discussed, from qualitative text analysis to controlled psychological experimentation. Psycholinguistic Phenomena in Marketing Communications is intended for students and scholars in numerous disciplines, such as advertising, marketing, social psychology, sociology, and linguistics. It is also suitable for graduate courses in these disciplines.

Marketing Communications At the turn of the century the term "gamification" was introduced as a concept to understand the process of using game mechanics in "non-game" contexts. The impact of gamification was soon evident to business practices where it had impact both on marketing and, more broadly, on the organizations themselves. As the number of individuals playing video games grows, there seem to be an acceptance of game mechanics elsewhere. Its effectiveness is highly dependent on both technical possibilities and cultural acceptance, two factors present today. The aim of The Business of Gamification is to critically analyze the practical and theoretical consequences of gamification. Practically, how has gamification been applied in businesses to this point, and what are the future scenarios? Theoretically, what are the contributions of gamification to existing academic knowledge? How does this change our understanding of how business are performing and its consequences, for organizations, consumers, and society in general? This edited volume contains new, and stringent, perspectives on how gamification is contextualized in business settings, both in theory as well as in practice. This book will provide a wealth of research for individuals seriously interested in the industry at the academic level. As a result, this book will serve as a reference in curricula associated with video game development for years to come.

Handbook of Research on Narrative Advertising How many marketing messages do you think you see a day? Why do some stick with us more than others? Why do we all remember the Cadbury's gorilla drummer or the Budweiser Frogs? What do they say about the brand? How will you communicate your own marketing messages just as successfully? In this textbook, John Egan draws on years of both industry and academic experience to explain the why as well as the how of marketing communications. It covers all the essential topics that are relevant to your marketing communications course in a reliable and easy-to-read style. 'Insight' boxes provide insight into some of the latest industry practices, and with engaging examples ranging from HSBC to James Bond, to the Arab Spring and One Direction, this textbook will not only provide you with a solid foundation for work, but will make your study fun along the way. For those looking to get ahead of their classmates and other job candidates, the textbook includes context of topical issues such as new technologies, ethical marketing and the regulatory environment to help you consider some of the cutting edge debates for assignments and future employment. There is also a companion website with additional study materials to help you go one further and stay ahead of the pack: study.sagepub.com/egan This textbook is essential reading for all marketing communications courses at undergraduate and postgraduate levels as well as professional courses in Marketing.

Brand, Meet Story WINNER: NYC Big Book Award 2020 - Sales and Marketing category WINNER: The Stevie Awards 2020 - 'Book of the Year' Silver award, Women in Business category Written by the award-winning storyteller Miri Rodriguez at Microsoft, this actionable guide goes beyond content strategy and, instead, demonstrates how to leverage brand storytelling in the marketing mix to strengthen brand engagement and achieve long-term growth, with advice from brands like Expedia, Coca Cola, McDonalds, Adobe and Google. Despite understanding essential storytelling techniques, brands continue to explain how their product or service can help the customer, rather than showcasing how the customer's life has changed as a result of them. Brand Storytelling gets back to the heart of brand loyalty, consumer behaviour and engagement as a business strategy: using storytelling to trigger the emotions that humans are driven by. It provides a step by step guide to assess, dismantle, and rebuild a brand story, shifting the brand from a 'hero' to 'sidekick' mentality, for positioning the customer as a key influencer to motivate the audience. Simplifying where to begin successful and ensure the consistent brand voice throughout every department, this book clearly shows how readers can align an emotive connection with the customer's personal values, experiences and aspirations, and how that will enable brand leaders, employees and influencers to celebrate and strengthen brand engagement for the long-term, rather than simply trying to win it. Clarifying why machine-learning, AI and automation only tell one side of the story, this book will inspire you with cutting edge interviews and case studies from leading brands like Expedia, Coca Cola, McDonalds, Adobe and Google, to tap into authentic brand loyalty and human connection.

Beloved Brands Think of the last great article you read or the last great speech you heard. Chances are, if you remember one key message, you also remember one compelling story. That's because the best content starts with a story. When it comes to marketing, the best business content starts with a story the audience cares about, not the brand's message about what it wants to sell them. In Brand, Meet Story, Heather Pemberton Levy describes the Story Comes First method, a practical approach that combines techniques from journalism and fiction writing to help brands tell stories that put the readers' interests first. Whereas most brand marketers
create content to sell their product, service or technology. The Story Comes First method turns this approach on its head to create content with the “human moments” that truly engage an audience. Filled with examples from Levy’s experience creating content marketing programs, trade books, and hundreds of articles for a variety of B2B and B2C brands, the book shows readers a step-by-step approach to create content designed to deliver business results. Brand, Meet Story explains the key ways to uncover what your audience cares about and how to turn brand messaging into stories that matter. Levy inspires readers to develop a compelling voice that will carry the brand tone and values across all channels, and help them turn their ideas into engaging, story-driven content their audiences will read, love, and share.

Brand Storytelling in the Digital Age From the bestselling authors of The Power of Visual Storytelling comes the highly anticipated follow-up, The Laws of Brand Storytelling—the definitive quick-reading rulebook for how to use the power of storytelling to win over customers’ hearts, minds, and long-term loyalty. We have been sharing stories from the beginning of human civilization—for good reason. Stories captivate our attention and build communities by bringing ideas, emotions, and experiences to life in a memorable way. This is proving to be an increasingly potent strategy in the era of the connected digital consumer. With consumers more empowered than ever before, your brand isn’t what you say it is anymore, it is what consumers say it is. As a result, capturing customers’ hearts and minds today requires businesses to prioritize emotional connections with customers, to be in the moment, have authentic conversations, to share relevant, inspiring stories that move and motivate people to take action. How? By following these laws: • The Protagonist Laws: Know Who You Are• The Strategy Laws: Understand Your Market• The Message Laws: Share Your Story• The Channel Laws: Engage with Your Communities• The Laws of Engagement: Packed with inspiring tips, strategies, and stories from two leading marketing innovators, The Laws of Brand Storytelling shows business leaders and marketing professionals the power storytelling has to positively impact and differentiate your business, attract new customers, and inspire new levels of brand advocacy. The authors lay down the law—literally—for readers through a compelling step-by-step process of defining who you are as a brand, setting a clear strategy, sourcing the best stories for your business, and crafting and delivering compelling narratives for maximum effect. Win your customers’ hearts and minds, and you win their business and their loyalty.

Significant Objects

The Value of Design in Retail and Branding Marketing Communications: A Brand Narrative Approach is a mainstream, student-driven text which gives prominence to the driving force of all Marketing Communications: the imperative of Branding. The book aims to engage students in an entertaining, informative way, setting the conceptual mechanics of Marketing Communications in a contemporary, dynamic context. It includes key current trends such as: Brand narrative approach - Cases such as Dove, Harley-Davidson, Nike and World of War Craft feature real-life, salient examples which are engaging for students and reflect the growth of co-authored brand stories to help build and maintain brands by customer engagement through meaningful dialogues. Media neutral/multi-media approach - This text has a sound exploration of online and offline synergy combining one-message delivery and multi-media exposures, through examples of brands and political campaigns using ‘non-traditional’ media to reach groups not looking into ‘normal channels’. This brand new text features an impressive mixture of real-life brand stories underpinned with recent academic research and market place dynamics. The format is structured into three sections covering analysis, planning and implementation and control of Marketing Communications. Using full colour examples of brands, and student-friendly diagrams, the book acknowledges that the modern student learns visually as well as through text.

A Practical Guide to Strategic Narrative Marketing: How to Lead Markets, Stand Apart and Say Something Compelling in a Crowded Content World Until this book was written, the phrase “brands are stories” was merely a marketing cliché. Having delved into how stories influence our behavior, however, the author asserts that the phrase has far more power than we think. His book is about branding directed toward marketing and advertising practitioners and students, none is like StoryBranding. Modeled after the way stories work, this book provides a unique planning process for creating authentic brand identities. It also reveals a number of concealed traps that other branding approaches often overlook. Drawing on the persuasive power of stories, the author argues that a great deal of wasted effort is put into creating advertising messages that do too much “telling” and too little “showing.” To help brands resonate with their audiences, the author takes you step-by-step through StoryBranding’s six C’s—a process that shows how to approach the development of all brand communication the way story writers approach their characters, plots, and themes. He includes sample “Story Briefs” and “I AM” statements that help brands achieve a greater degree of authenticity than traditional creative or brand briefs have.

Marketing Communications Narration can be conceptualized as conveying two or more events (or an event with a situation) that are logically interrelated and take place over time and have a consistent topic. The concept includes not only the text types that include a story, and the phenomenon conceptualized as advertising narration has gained new dimensions with the widespread use of digital media. Featuring research on topics such as branding, mobile marketing, and consumer engagement, business professionals, copywriters, students, and practitioners will find this text useful in furthering their research exposure to evolutionary techniques in advertising.

Marketing at the Confluence between Entertainment and Analytics "Beloved Brands is a book every CMO or would-be CMO should read." Al Ries With Beloved Brands, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a positioning statement and a brand idea, write a brand plan everyone can follow, inspi...
Today, we talk not only about product or service quality but have even expanded the framework of quality to quality of life and quality of environment. Thus, quality and services have emerged in parallel as closely developed and developing countries. Services permeate all aspects of peoples’ lives and are becoming inseparable from most aspects of economic activity. “Quality management” has been a dominating managerial practice.

Building a StoryBrand Society, globally, has entered into what might be called the “service economy.” Services now constitute the largest share of GDP in most countries and provide the major source of employment in both the United Kingdom, and the United States, covering British, Chinese, French, Japanese, Indian, Italian, and Turkish brands, this truly global collection is the first book of its kind devoted solely to the emerging study of digital storytelling. This book examines the ways in which luxury fashion brands use their heritage in their digital storytelling and marketing. With chapters from authors in China and Macau (PRC), India, Romania, Turkey, and the United States, covering British, Chinese, French, Japanese, Indian, Italian, and Turkish brands, this truly global collection is the first book of its kind devoted solely to the emerging study of digital storytelling. This method of teaching potential consumers and perpetuating brand identity is a hugely important factor in the marketing of luxury brands and has yet to be studied comprehensively. The book will be of interest to scholars working in fashion studies, fashion history, design history, design studies, digital humanities, and fashion marketing.

Storytelling Branding is an increasingly important part of business strategy for all types of businesses, including start-ups, SMEs, NGOs, and large corporations. This textbook provides an introduction to brand management that can be applied to all these types of organizations. Using story-telling to guide the reader through the main concepts, theories and emerging issues, it offers a theoretical and applied perspective to brand management. Highlighting the relationship between different brand concepts, this textbook explores the role of branding from both a corporate and a consumer perspective and highlights implications for employability and future career options. With case studies, activities, learning objectives and online resources for lecturers, this book is an ideal accompaniment for undergraduates, post graduates or students who have never studied branding before. Written in an approachable way, it gives readers the basics, allowing them to enhance their understanding of the core topics and advance their study further.

Applying structuralist semiotics to brand image research Based on the hottest, most in-demand seminar offered by the legendary story master Robert McKee -- STORYNOMICS translates the lessons of storytelling in business into economic and leadership success. Robert McKee’s popular writing workshops have earned him an international reputation. The list of alumni with Academy Awards and Emmy Awards runs off the page. The cornerstone of his program is his singular book, Story, which has defined how we talk about the art of story creation. Now in STORYNOMICS, McKee partners with digital marketing expert and Skyword CEO Tom Gerace to map a path for brands seeking to navigate the rapid decline of interrupt advertising. After successfully guiding organizations as diverse as Samsung, Marriott International, Philips, Microsoft, Nike, IBM, and Siemens to transform their marketing from an ad-centric to story-centric approach, McKee and Gerace now bring this knowledge to business leaders and entrepreneurs alike. Drawing from dozens of story-driven strategies and case studies taken from leading B2B and B2C brands, STORYNOMICS demonstrates how original storytelling delivers results that surpass traditional advertising. How will brands and their customers connect in the future? STORYNOMICS provides the answer.

Finding Your Capital S Story Learn how to deliver on the brand promise and become a better copywriter through the art of authentic storytelling. Today’s consumer tolerance for clutter -- baseless product pitches, poor or mistimed messaging, and fluff marketing speak -- has all but flattened. Tired and frustrated with empty words, consumers have little time to waste on filtering marketing vapor to get to a brand’s truth. And the fact is, if you won’t tell them what they need to know about your brand upfront -- in a simple, honest, and informative way -- your competitors will be happy to step up. That’s why every copywriter needs Herding Words: A Brand Copywriter’s Guide by David R. Woodruff. Aimed at those responsible for crafting brand narrative, it elevates writers’ expertise as brand storytellers, inspiring them to go beyond features and benefits, get to the core truth about a brand’s promise, then transform those insights into powerful brand narrative for print, digital, and web marketing communications.

StoryBranding This book examines the ways in which luxury fashion brands use their heritage in their digital storytelling and marketing. With chapters from authors in China and Macau (PRC), India, Romania, Turkey, and the United States, covering British, Chinese, French, Japanese, Indian, Italian, and Turkish brands, this truly global collection is the first book of its kind devoted solely to the emerging study of digital storytelling. This method of teaching potential consumers and perpetuating brand identity is a hugely important factor in the marketing of luxury brands and has yet to be studied comprehensively. The book will be of interest to scholars working in fashion studies, fashion history, design history, design studies, digital humanities, and fashion marketing.

Studyguide for Marketing Communications

Marketing Communications Management

Marketing Communications: 100 EXTRAORDINARY STORIES ABOUT ORDINARY THINGS SIGNIFICANT OBJECTS: A Literary way to a thirtieth century the same way again, FEATURING ORIGINAL STORY-TELLING BY: Chris Adair • Rob Anderson • Robin Baker • Nicholas Borden • Rosecrans Baldwin • Matthew Battles • Charles Baxter • Kate Bernheimer • Susanna Breslin • Kevin Brockmeier • Matt Brown • Blake Butler • Meg Cabot • Tim Carvell • Patrick Cates • Dan Chon • Susanna Daniel • Adam Davies • Kathryn Davis • Matthew De Abaitua • Stacey D’Erasmo • Edo DeWitt • Doug Dorst • Mark Doty • Ben Ehrenreich • Mark Frauenfelder • Amy Fusselman • William Gibson • Myla Goldberg • Ben Greenman • Jason Groe • Jim Hanas • Jennifer Michael Hecht • Sheila Heti • Christine Hill • Tara Horn • Shelley Jackson • Heidi Julavits • Ben Katz • David Kellogg • Wayne Koestenbaum • Josh Kramer • Kathryn Kuitenbrouwer • Neil LaBute • Victor LaValle • J. Lethem • Todd Levin • Laura Lippman • Mimi Lipson • Robert Lopez • Joe Lyons • Sarah Manguso • Merrill Markoe • Tom McCarthy • Miranda Melinis • Lydia Millet • Maud Newton • Annie Nocenti • Stephen O’Connor • Stewart O’Nan • Jenny Offill • Gary Panter • Ed Park • James Parker • Benjamin Percy • Mark Jude Poirier • Padgett Powell • Bob Powers • Todd Pruzan • Dan Reines • Nathaniel Rich • Peter Rock • Lucinda Rosenfeld • Greg Rowland • Luc Sante • R.K. Scher • Toni Schlesinger • Charles Sharp • Jim Shepard • David Shields • Mirai Silver • Curtis Sittenfeld • Bruce Sterling • Scarlett Thomas • Jeff Turrentine • Deb Olin Unferth • Tom Vanderbilt • Matthew J. Wells • Joe Wenderoth • Margaret Wertheim • Colleen Werthmann • Colson Whitehead • Carl Wilson • Cintra Wilson • Sari Wilson • Douglas Wolk • John Wray

Building a StoryBrand Society, globally, has entered into what might be called the “service economy.” Services now constitute the largest share of GDP in most countries and provide the major source of employment in both the developed and developing countries. Services permeate all aspects of peoples’ lives and are becoming inseparable from most aspects of economic activity. “Quality management” has been a dominating managerial practice since World War II. With quality management initially associated with manufacturing industries, one might assume the relevance of quality management might decrease with the emergence of the service economy. To the contrary, the emergence of the service economy strengthened the importance of quality issues, which no longer are associated only with manufacturing industries but are increasingly applied in all service sectors, as well. Today, we talk not only about product or service quality but have even expanded the framework of quality to quality of life and quality of environment. Thus, quality and services have emerged in parallel as closely
interrelated fields. The Encyclopedia of Quality and the Service Economy explores such relevant questions as: What are the characteristics, nature, and definitions of quality and services? How do we define quality of products, quality of services, or quality of life? How are services distinguished from goods? How do we measure various aspects of quality and services? How can products and service quality be managed most effectively and efficiently? What is the role of customers in creation of value? These questions and more are explored within the pages of this two-volume, A-to-Z reference work.

The Moral of the Story Praise for the first edition: ‘An excellent text for exploring marketing communications in the 21st century.’ - Ann Torres, Lecturer in Marketing, National University of Ireland, Galway ‘First rate and comprehensive. This book has got it just right: a rich blend of academic underpinning and practical examples in a very readable style.’ - Martin Evans, Senior Teaching in Marketing, Cardiff Business School, University of Cardiff This book introduces the core components and concepts of marketing communications for those studying at both undergraduate and postgraduate levels. It covers essential topics such as advertising, direct marketing, corporate communications, public relations, product placement, sales promotion, media, sponsorship and many more. The author provides a set of managerial frameworks that include analysis, planning and implementation to help prepare those who go on to strategically create and effectively manage communications campaigns. Every chapter includes Snapshots that help you to apply theory to engaging real-world examples. These include: BMW, Harrods, Levi’s, Lynx, Tesco, Tencent, United Colors of Benetton and Wonga. Additionally, Stop Points encourage you to pause and critically reflect upon the topic for deeper learning and higher grades. The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further. The Companion Website includes longer case studies, video feeds and other useful web links, a larger glossary of key terms, and links to SAGE journal articles. Password-protected resources are also available to lecturers, including: PowerPoint slides, a tutor manual, activities for the classroom and indicative responses to the assignments and discussion questions provided in each chapter.

Studyguide for Marketing Communications Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms. Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies.

Towards a semiotics of brand equity: Brand coherence and communicative consistency through structuralist operations and rhetorical transformations Inextricably linked to human evolution, storytelling has always been a key element of the marketer’s toolkit. However, despite extensive practitioner interest, academic research on the topic currently falls short. This book highlights how storytelling has evolved from an ancient art to contemporary marketing science, placing it in the context of digitisation and social media. It reflects the dramatic shift in brand storytelling in which marketers are in the driving seat, leaving consumers to do the navigating. Based within the context of AI, the influence of VR, AR, big data, and new media, this book predicts a creative renaissance in brand storytelling; one that will at the intersection of science, art and humanity. The author suggests that there will be a shift from ad to art through the use of cognition and emotion, data and fiction. It suggests that through storytelling, brands will be able to connect with their customers’ hearts and minds. Drawing upon interdisciplinary research on neuroscience, emotional attachment and narrative theory, the book critically analyses existing theories, practices and applications of storytelling, providing a platform for debate between academics, researchers and practitioners.

The Business of Gamification This book demonstrates the progress that has been made on political branding research across international contexts. It focuses on the critical application of new concepts and frameworks, generating a deeper understanding of unexplored settings and positioning research from multiple perspectives. It is important to consider different typologies of international political brands particularly as we witness rapid shifts across political landscapes and the development of sustainable-climate change movements. Given that there are many potential typologies and non-traditional political brands, this volume investigates different typologies and alternative political brands with the support of new and under-developed theoretical lens from multiple perspectives and contexts. These include Canada, Iceland, India, Indonesia and the United States of America. This book provides areas of reflection and explicit calls for further research, which in turn will advance insight into political brands and enhance our understanding of political marketing in action. This is a must-read guide for setting out the implications of theory and practice for multiple stakeholders including political marketers, political scientists, politicians, political party organizers, brand managers and scholars across a wide range of social science disciplines. The chapters in this book were originally published as a special issue of the Journal of Political Marketing.

Your Brand, The Next Media Company Content is still king—and if you’re a brand marketer, you need to start thinking like a media company, too. Your Brand, The Next Media Company brings together the strategic insights, operational frameworks, and practical approaches for transforming your brand into a highly successful media company. There is a content and media surplus in the marketplace, and there is an attention deficit in the minds of consumers today. Their lives are dynamic and completely unpredictable. They are highly influential and aid their peers down the purchase funnel using organic conversations about the products they care about and the ones they don’t. In order to reach these consumers, brands must create relevant, relevant and game changing content to break through the clutter and successfully change their behavior. Social business pioneer Michael Brito covers every step of the process, including: Understanding the unpredictable nature and dynamic behaviors of the social customer Deploying social business strategies that will facilitate the change from brand to media company Building a content organization and setting the stage for transformation Creating a real-time command center that will help facilitate reactive and proactive content marketing Creating a centralized editorial team that will drive content strategy, governance, and cross-team collaboration Building the content supply chain (workflows for content ideation, creation, approval, distribution, and integration) Enabling customers and employees (brand journalists) to feed the content engine Developing your content strategy that can be executed across paid, earned, and owned media content Transitioning from “brand messaging” to a highly relevant content narrative Evaluating the content marketing vendors and software platforms vying for your business Along the way, Brito presents multiple case studies from brand leaders worldwide, including RedBull, Oreo, Tesla Motors, Burberry, Sharpie, and Pepsi—delivering specific, actionable, powerful relevant insights you can act on to begin the transformation from brand to media company.

The Laws of Brand Storytelling: Win—and Keep—Your Customers’ Hearts and Minds Marketing Communications is a must have text that acknowledges the most important task faced by any marketing communications practitioner is to identify and select an optimum promotions mix to help achieve an organisation’s business objectives.

Political Branding in Turbulent times

Brand Bewitchery Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780470319925 .

Managing Corporate Communication University branding has increased substantially, due to demands on universities to enrol greater numbers of students, rising tuition fees, the proliferation of courses, the growing “internationalization” of universities, financial pressures, and reliance on income from foreign students. As higher education continues to grow, increased competition places more pressure on institutions to market their programs. Technological, social, and economic changes have necessitated a customer-oriented marketing system and a focus on developing the university brand. This book is unique in providing a composite overview of strategy, planning, and measurement informed by ground-breaking research and the experiences of academics. It combines theoretical and methodological aspects of branding with the views of leading exponents of branding in different contexts and across a range of higher education institutions. Expert contributors from research and practice provide relevant and varying perspectives allowing readers to access information on
international trends, theory, and practices about branding in higher education. Readers are exposed to the critical elements of strategic brand management, gain insights into the planning process of higher education branding, and gain a solid understanding of the emerging research area of branding concepts in higher education. Advanced students, and researchers will find this book a unique resource and it will also be of interest to brand practitioners in both education and public sector markets.