Rajagopal

Competitive Branding Strategies

Managing Performance in Emerging Markets

palgrave macmillan

CONTENTS

Part I Understanding Market Competition		1
1	Managing Brands in Competitive Marketplaces	3
	Brand Incubation	4
	Brand Launch	6
	Growing Brands	13
	Sustainable Brands	17
	Innovation and Technology in Brand Management	22
	Financial Aspects of Branding	27
	Brand Communication	28
	Brand Value Chain	32
2	Branding Decisions	39
	Customer Value Model	40
	Brand Rebuilding Decisions	47
	Defensive Brand Marketing	51
	Market-Oriented Decision	53
	Brand Development Indicators	62
	Brand Matrix	68
3	Brand Positioning and Value Creation	73
	Brand Equity and Customer Relationship	76
	Brand Functions	79

Brand Positioning	83
Perceived Brand Value	95
Brand Hierarchy	100
Brand Efficiency	101

Part II Managing Brands

105

4	Branding Strategy	107
	Brand Designing and Implementation	107
	Market-Oriented Branding Strategies	114
	Customer-Centric and Competitive Branding Strategies	120
	Brand Leveraging Strategy	128
	Comprehensive Branding and Co-creation	134
5	Brand Portfolio Management	143
	Brand Portfolio and Loyalty Management	146
	Brand Portfolio Management Drivers	151
	Brand Categories	157
	Brand Grouping and Portfolio Strategy	162
	Brand Portfolio Matrix	164
	Self-Concepts and Lifestyle Branding	167
6	New Trends in Brand Management	175
	Science of Branding	176
	Brand Manifestation	182
	Brand Involvement and Consumer Empowerment	186
7	Branding in Emerging Markets	193
	Brand Licensing	194
	Developing Online Brands	199
	Private Brands or Labels	204
	Brand Diffusion Strategy	207
	Brand Promotion	217

Pa	art III Control and Measurements	225
8	Brand-Market Risks	227
	Types of Brand-Market Risk	228
	Brand Disruption	233
	Managing Market and Branding Uncertainties	236
	Brand Mergers and Acquisitions	246
9	Brand Audit	251
	New Brand Development	252
	Brand Audit	257
	Brand Advertising	269
	Brand Matrix	270
	Brand Variability	274
	Brand Icons	279

Index

285