



## Creating Powerful Brands, Third Edition

*By Leslie de Chernatony, Leslie de Chernatony, Malcolm McDonald*

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**Creating Powerful Brands, Third Edition** By Leslie de Chernatony, Leslie de Chernatony, Malcolm McDonald

This is the third edition of one of world's most respected and successful books on branding. Written by an internationally acclaimed branding expert and author of **From Brand Vision to Brand Evaluation**, it has been comprehensively revised and updated with a raft of new cases and examples.

The book gives the professional and the student a deep understanding of the functioning and management of the modern brand and contains:

- \* Powerful analysis of new areas such as e-branding and e-marketing
- \* A completely new set of advertising and brand images to illustrate key points
- \* A powerful analysis of the key drivers of brand value

There can be no doubt that the power of brands in the international marketplace is still growing, and that **Creating Powerful Brands**, third edition, can explain both why and how they work.

- \* Comprehensive coverage of brand management
- \* Applications orientated, yet grounded on solid theory
- \* Frameworks organizing the principles of brand building

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## **Editorial Review**

### **Review**

"If I had one book on brands to take with me to a marketing desert island it would be this one. The authors' enthusiasm for, and knowledge of, brands is jam-packed between these covers.

This book is an absolutely comprehensive summary of the latest thinking in brand-building. But more than that, action lists at the end of each chapter create a valuable template for how you can create a powerful brand."

Nick Kendall, Bartle Bogle Hegarty Ltd

"An Encyclopedic guide to understanding and managing brands relevant to both business and academic readers, thorough, pragmatic and packed with example."

Linda Caller, International Planning Director, Ogilvy & Mather

"A book on brands that is not bland. It is great to see an update and revised version of this splendid book on the market. It continues to be clearly ahead of its field."

Professor John Saunders, Professor of Marketing and Head of School, Aston Business School, Pro Vice Chancellor, Alumni, Aston University and Dean of Senate, Chartered Institute of Marketing.

"The demand for the third edition marks this book out as making a special contribution to an increasingly important topic."

Tim Ambler, Senior Fellow, London Business School, UK.

"Creating powerful brands has been an elusive goal of most financial services companies. This book provides everything needed to devise and implement a successful branding strategy.

The first edition of this book acted as a guidebook for the development of the Financial Services Forum brand. I am sure that this edition will help us further refine and develop our branding strategy.

Without doubt the most well-thumbed book in my marketing library - invaluable reading for anyone responsible for their companies' brand. If building a brand is a journey rather than a destination, then this book is the definitive roadmap."

Anthony Thomson, Chairman of the Advisory Board, The Financial Services Forum

"Authoritative and broad-ranging, this updated classic explains how to create, manage, and develop powerful brands in a unique and interesting way, with many illustrations."

Hugh Davidson, Visiting Professor of Marketing, Cranfield University School of Management, UK.

"Building on the previous successful works of both authors, this book offers an excellent combination of

leading edge practice, academic rigour, and effective communication. On a global scale, it is in my view one of the three best books on the subject and should be a must for anybody seriously interested in Branding".

Professor JC Larreche, Alfred H. Heineken Professor of Marketing, INSEAD

From the Publisher

Students on MBA, BA and Professional Development courses as well as practitioners will find this an essential guide when developing more effective brand strategies.

About the Author

Leslie de Chernatony is Professor of Brand Marketing at Università della Svizzera Italiana, Lugano, Switzerland and Aston Business School, UK. He is also Managing Partner of Brands Box Marketing and Research Consultancy.

MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA, until recently was Professor of Marketing and Deputy Director Cranfield School of Management, with special responsibility for E-business. Malcolm is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has an Honorary Doctorate from Bradford University. Malcolm has extensive industrial experience, including a number of years as Marketing Director of Canada Dry.

## **Users Review**

**From reader reviews:**

**Mary Oliveras:**

This Creating Powerful Brands, Third Edition book is just not ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book is information inside this publication incredible fresh, you will get facts which is getting deeper a person read a lot of information you will get. This particular Creating Powerful Brands, Third Edition without we recognize teach the one who reading through it become critical in contemplating and analyzing. Don't possibly be worry Creating Powerful Brands, Third Edition can bring when you are and not make your bag space or bookshelves' turn out to be full because you can have it in your lovely laptop even cell phone. This Creating Powerful Brands, Third Edition having very good arrangement in word as well as layout, so you will not sense uninterested in reading.

**Jane Moore:**

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**Rhonda Rudder:**

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**Jennifer Barton:**

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