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Brand Management Strategies: Luxury and Mass Markets

William D'Arienzo

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As global economies grow and the cost of doing business increases, the brand is the pre-eminent business asset needed for success in global business development. *Brand Management Strategies: Luxury and Mass Markets* presents the brand experience on a market continuum from mass market to luxury, using diverse examples from Burberry to BMW, Coca-Cola to Chanel, and Starbucks to Starwood. Underpinned by the author's many years of practical experience as both a professor and brand consultant, this book details the proven steps necessary to develop, build, and sustain a successful brand strategy and business.

Features
- Filled with current examples from fashion brands such as Burberry, Coach, Banana Republic, and Target and non-fashion brands including Apple, Samsung, Hyundai, Porsche, Ritz Carlton Hotels and more
- *Brandstorming*: *Successes* and *Failures* depict real world case studies of successful-and not so successful-branding strategies
- Experiential learning tools include learning objectives, bolded key terms, and end of chapter *Conversations* discussion questions and *Challenges* projects and activities

STUDIO Resources
- Study smarter with self-quizzes featuring scored results and personalized study tips
- Review concepts with flashcards of terms and definitions

Teaching Resources
- Instructor's Guide provides suggestions for planning the course and using the text in the classroom, supplemental assignments, and lecture notes
- Test Bank includes sample test questions for each chapter
- PowerPoint® presentations include full color images from the book and provide a framework for lecture and discussion

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