



Handbook on Brand and Experience Management (Research Handbooks in Business and Management Series)

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This important Handbook explores new and emerging directions in both brand management research and practice. It encompasses a diverse set of approaches including the latest academic research offering new frameworks for understanding brand management, the researcher's perspective on current tools in practice by brand managers, new research and conceptual frameworks for understanding and managing customer experiences and recent empirical research and scale development in both brand and experience management. The book focuses on practical, managerial, and organizational best practices. The contributors comprise top marketing scholars and practitioners. They examine key topics such as brand attachment, brand permission, and brand meaning; new contextual factors such as digital convergence, target group multiplicity, and the rise of experience economies; and new research domains such as empirical tests of consumer experiences, incidental brand exposure, and brand naming. Researchers in the areas of marketing, business, management, sociology and psychology will find this an engaging read. For brand practitioners and libraries this volume will be a critical addition to their collections.

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