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Adopted internationally by business schools and MBA programmes, The New Strategic Brand Management is

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simply the reference source for senior strategists, positioning professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself. Using an array of international case studies, Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels and the comeback of local brands. This updated fifth edition of *The New Strategic Brand Management* builds on its impressive reputation, including new information to enable students and practitioners to stay up to date with targeting, adding

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recent research and market knowledge to the discipline. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka; plus models and frameworks such as the Brand Identity Prism; it remains at the forefront of strategic brand thinking.

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