



Il brand (Farsi un'idea) (Italian Edition)

Veronica Gabrielli

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Un cavallino rampante, una mucca bianca e lilla, un cocodrillo: la marca è un fenomeno dilagante capace di evocare un mondo di significati, di suscitare emozioni, di influenzare valutazioni e comportamenti. L'autrice di questo libro esplora l'intricato mondo del brand in tutte le fasi della sua vita: dalla scelta del nome, al matrimonio con marche di altre aziende, alla creazione di una vera e propria famiglia di brand guidata dalla stessa impresa, alla complessa gestione della marca nel tempo perché resista sul mercato senza appassire, fino a fenomeni ambivalenti come il boicottaggio e la contraffazione. Un testo pensato sia per consumatori curiosi sia per quanti si occupano o si occuperanno di marketing.

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