



Contemporary Brand Management

By Johny K. (Kjell) Johansson, Kurt A. Carlson

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Written by experts on global marketing, **Contemporary Brand Management** focuses on the essentials of Brand Management in today's global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to brand extension and the creation of a global brand, to the management of a firm's brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout. Designed for shorter strategic branding courses (half-term or 6 weeks in length), this text is the ideal companion for upper-level, graduate, or executive-level students seeking a practical knowledge of brand management concepts and applications.

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"Head and shoulders better than my current text. I could build a full course around this text along with cases and outside readings and projects." (Gary Gray)

"The narrative mini-case studies humanize the subject and make theory and process real." (Robert Winward)

"The writing was very clear. I believe students would find it an easy book to read and understand." (Athanasia Panos Schmitt)

About the Author

Johny K. Johansson (Ph.D, University of California, Berkeley) received his Masters and Ph.D. from the University of California, Berkeley. At Georgetown, he teaches at both the undergraduate and graduate levels, and offers International Marketing consulting to a number of organizations including: Honda, Mazda, Volvo, and Fuji Film. Dr. Johansson's research interests are in the areas of International Marketing Strategy, Global Branding, Japanese Management, and Quantitative Analysis of Marketing Decision Problems. He is also the author of numerous publications including *Global Marketing: Foreign Entry, Local Marketing and Global Management*; *In Your Face: How American Marketing Excess Fuels Anti-Americanism*; and *Relentless: The Japanese Way of Marketing*, which has now been translated into six languages, including Chinese, Spanish, and French. In 2010, Dr. Johansson was presented the Award for Lifetime Contribution to Global Marketing by the American Marketing Association, and most recently, in 2011, was inducted as Fellow of the Academy of International Business.

Kurt A. Carlson (Ph.D, Cornell University), is Associate Professor of Marketing at Georgetown University's McDonough School of Business. He is the Research Director of the Georgetown Institute for Consumer Research and the Director of the McDonough School of Business's Behavior Research Lab. Doctor Carlson earned his B.S. and M.S. at the University of Wisconsin, Madison. His research focuses are the influence of emerging preferences on brand choice processes, consumers' goals and objectives during a choice process, and biases in consumer judgments and decision making. His research has been published in top marketing, psychology, and management journals. He is the recipient of the 2010 MSB Dean's Distinguished Faculty Research Award and the 2012 Publication Award from the Decision Analysis Society. Professor Carlson is a member of the American Marketing Association, the Association for Consumer Research, the Society for Consumer Psychology, and the Society for Judgment and Decision Making.

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