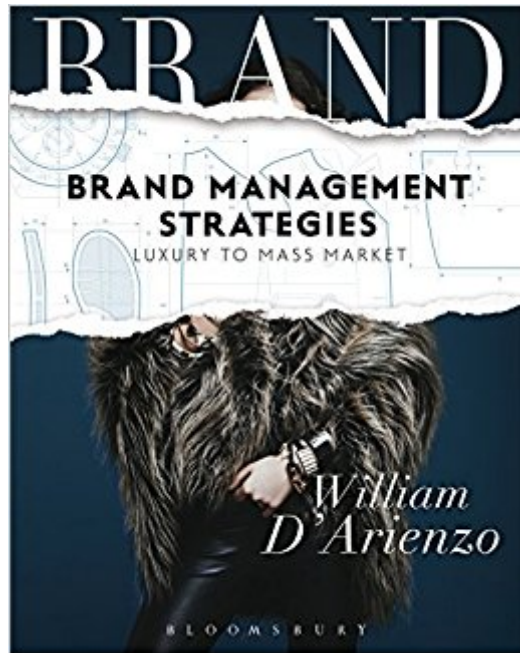




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# Brand Management Strategies: Luxury And Mass Markets



## Synopsis

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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## Customer Reviews

"If I had the book prior to our launch, the road would have been easier to navigate! I heartily recommend you read it for global strategies, brand engagement and why the customer matters." - Francois Dossa, CEO, Nissan Brazil

"Brand Management Strategies: Luxury and Mass Markets by William D'Arienzo is one of the most interesting and informative books on branding I have read. From paper marketing to digital brand thinking, it's all here, in one place." - Richard Shapiro, Founder and President, The Center for Client Retention

"Professor D'Arienzo provides a comprehensive up-to-the-moment guided tour of the critical elements essential to brand management success in today's digitally-driven reality. The carefully chosen examples provided throughout masterfully bring the key insights to life. ...they provide the sort of true aha! moments that define a must-read." - Larry DeParis, President, The Retail Marketing Society

"Bill has developed a matrix that is a smart guideline for all brand leaders, large or small, who are looking to connect with their core customers and develop sustainable relationships. A must read." - Robin Lewis, CEO/Founder, The Robin Report, Author, The New Rules of Retail

"Brand Management Strategies: Luxury And Mass Markets is encyclopedic. If you care about managing a brand or want to learn about it, the topics you want are in this book." - Richard Kestenbaum, Partner, Triangle Capital

"The author's experience, both in industry and in teaching, is a strength of this book. Many books are written from only one of these perspectives and are missing key elements to make it both teachable and industry applicable." - Melissa Abner, University of Central Missouri, US

William D'Arienzo, Ph.D., is founder of and currently facilitates the Brand Management Experience program at the Fashion Institute of Technology (FIT), USA, and is an adjunct Assistant Professor at Rider University, College of Business, USA. He is the founder and CEO of Wm. D'Arienzo Associates, Inc., a training and consultancy firm and is also CEO of Apparel Analytics, an online consumer research service.

Bill D'Arienzo's groundbreaking and comprehensive Brand Management Strategies: Luxury and

Mass Markets - a must-acquire exploration of every aspect of branding and marketing (mass AND luxury) goes to the head of the class. The depth, richness and specificity of his analysis (brilliantly-woven case histories) and rigor of his roots in classic, fully-integrated strategic packaged-goods branding and marketing are a gift to serious luxury marketers in every segment. The business equivalent of a blockbuster, his book is no flash in the pan, no one-trick pony, but a vade mecum to be perused and revisited for inspiration and education. Very few authors in the canon of marketing literature can stand shoulder to shoulder with him on insights and intuitions as to the importance and resilience of luxury brands. In an e-world that continues to shake up and challenge the very foundations of old world retail (witness Macy's struggles) D'Arienzo's work and thinking are a reminder that there is a way out and up. Rooted in a deep understanding of the power of brand and the ever growing opportunities for true strategic marketers that embrace change and the new channels of communications, service and sales, his work serves as a compass for young luxury marketers and veterans alike. The luxury market and the elite community of the most affluent and sophisticated buyers will continue to grow globally. For the most astute luxury marketers, Mr. D'Arienzo's book will remain an evergreen guide to keep at their sides as they steer their brands' through the turbulent seas of radically changing times.

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