

Strategic Brand Management

✓ Verified Book of Strategic Brand Management

Summary:

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It can be undoubtedly said that in today's competitive environment, we sell brands, not products. Strategic Brand management is a crucial phenomenon and it's important for marketing students and personnel to excel in it.

This book has been compiled after referring to several text books. This book contains all the essence of marketing and brand related books with an aim that it becomes easier for the readers to grasp concepts rather than just moving around.

This book has been divided in 45 chapters for clarity and better understanding of the brand management concepts. It will be very helpful for students especially who are pursuing marketing as their major. The TOC of book is as follows:

- 1 Nature of Strategic Management
- 2 Key Terms of Strategic Management
- 3 Internal Factors and Long Term Goals
- 4 Benefits of Strategic Management
- 5 Comprehensive Strategic Model
- 6 Characteristics of a Mission Statement
- 7 External Assessment
- 8 Key External Factors
- 9 External Assessment (Key external factors)
- 10 Technological Forces
- 11 Industry Analysis
- 12 IFE Matrix
- 13 Functions of Management
- 14 Functions of Management
- 15 Internal Assessment (Finance/Accounting)
- 16 Analytical Tools
- 17 The Internal Factor Evaluation (IFE) Matrix
- 18 Types of Strategies
- 19 Types of Strategies
- 20 Types of Strategies
- 21 Types of Strategies
- 22 Types of Strategies
- 23 Strategy-Formulation Framework
- 24 Threats-Opportunities-Weaknesses-Strengths (TOWS) Matrix
- 25 The Strategic Position and Action Evaluation (SPACE) Matrix
- 26 The Strategic Position and Action Evaluation (SPACE) Matrix (Contd)
- 27 Boston Consulting Group (BCG) & IE Matrix
- 28 Boston Consulting Group (BCG) & IE Matrix (Contd)
- 29 Grand Strategy Matrix & QSPM
- 30 Grand Strategy Matrix & QSPM

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- 31 The Nature of Strategy Implementation
- 32 Resource Allocation
- 33 Organizational Structure
- 34 Restructuring & Reengineering
- 35 Production/Operations Concerns When Implementing Strategies
- 36 Marketing Issues (Market Segmentation)
- 37 Marketing Issues (Marketing Mix) (Cont)
- 38 Finance/Accounting Issues
- 39 Research and Development Issues
- 40 Strategy Review, Evaluation and Control
- 41 Porter's Supply Chain Model
- 42 Strategy Evaluation
- 43 Reviewing Bases of Strategy
- 44 Measuring Organizational Performance
- 45 Characteristics of an Effective Evaluation System

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