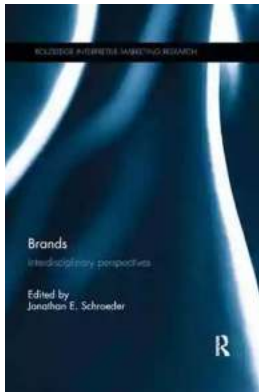


Brands Interdisciplinary Perspectives: Routledge Interpretive Marketing Research

Exploring the multifaceted world of brands and their significance through interdisciplinary lenses



Brands play a fundamental role in our everyday lives. From the moment we wake up until we go to bed, we are surrounded by numerous brands attempting to capture our attention and influence our purchasing decisions. But have you ever wondered what makes some brands successful while others struggle in the market?



Brands: Interdisciplinary Perspectives (Routledge Interpretive Marketing Research Book 19)

by Jonathan E. Schroeder(1st Edition, Kindle Edition)

★★★★★ 5 out of 5

Language : English
File size : 5764 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 389 pages
Screen Reader : Supported



One remarkable resource that provides valuable insights into this intriguing topic is the book "Brands Interdisciplinary Perspectives: Routledge Interpretive Marketing Research." This comprehensive publication delves into the various dimensions of brand research, offering readers a rich collection of interdisciplinary perspectives.

Within the realm of marketing research, interpretive approaches are gaining momentum due to their ability to explore the complex interplay between brands and consumers. This book, edited by esteemed scholars from diverse academic disciplines, offers a fresh perspective on interpretive marketing research and its impact on brand theory and practice.

With chapters contributed by leading experts in the field, this book covers a wide range of topics, including consumer behavior, branding strategies, cultural influences, and market segmentation. Each chapter presents a unique viewpoint, providing readers with a holistic understanding of the intricacies involved in contemporary brand management.

One of the highlights of this publication is its interdisciplinary approach to brand research. By incorporating perspectives from fields such as sociology, psychology, anthropology, and communication studies, the book offers a comprehensive exploration of the complex dynamics that shape brand consumer relationships.

This multidisciplinary approach widens the horizon of brand analysis, allowing marketers and researchers to develop novel strategies and insights. By understanding the social, cultural, and psychological factors that influence consumer behavior, brands can effectively tailor their marketing efforts to meet the needs and desires of their target audience.

Whether you are a marketing professional, an academic researcher, or simply an enthusiast seeking to deepen your knowledge, "Brands Interdisciplinary Perspectives: Routledge Interpretive Marketing Research" is an essential addition to your reading list.

As you embark on this intellectual journey into the realm of brands, prepare to immerse yourself in a world embraced by captivating narratives and thought-provoking analyses. Discover the power of interpretive marketing research as it unravels the secrets behind successful brands and their lasting impacts on society.



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Branding has emerged as a cornerstone of marketing practice and corporate strategy, as well as a central cultural practice. In this book, Jonathan Schroeder brings together a curated selection of the most influential and thought-provoking papers on brands and branding from Consumption Markets and Culture, accompanied by new contributions from leading brand scholars Giana Eckhardt, John F. Sherry, Jr., Sidney Levy and Morris Holbrook.

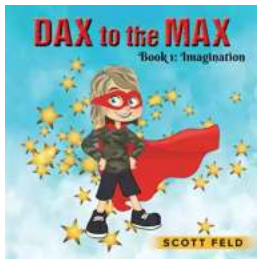
Organised into four perspectives – cultural, corporate, consumer, critical - these papers are chosen to highlight the complexities of contemporary branding through leading consumer brands such as Disney, eBay, Guinness, McDonalds, Nike, and Starbucks. They address key topics such as celebrity branding, corporate branding, place branding, and retail branding and critique the complexities of contemporary brands to provide a rich trove of interdisciplinary research insights into the function of brands as ethical, ideological and political objects.

This thought-provoking collection will be of interest to all scholars of marketing, consumer behaviour, anthropology and sociology, and anyone interested in the powerful roles brands play in consumer's lives and cultural discourse.



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