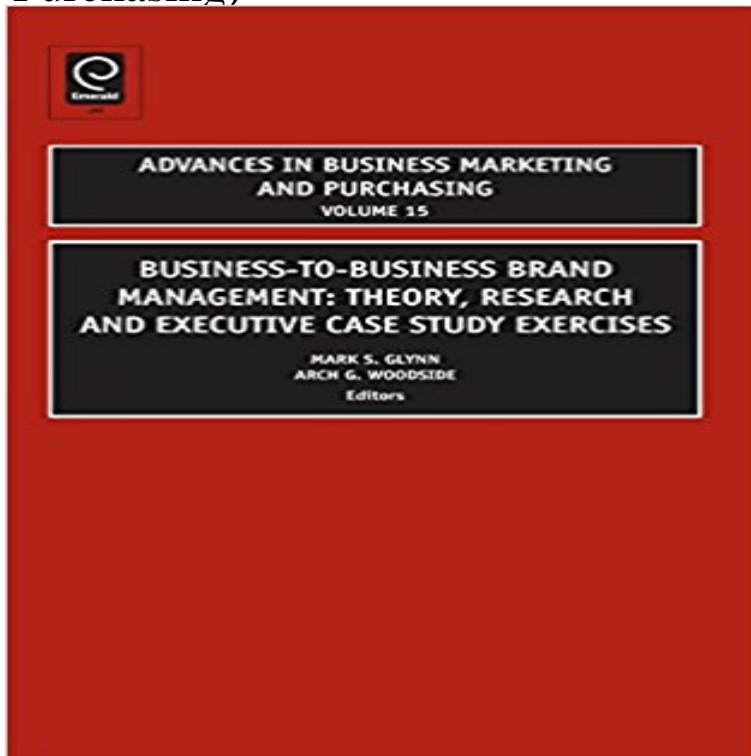


# Business-to-Business Brand Management: Theory, Research, and Executive Case Study Exercises (Advances in Business Marketing and Purchasing)



Providing broad and deep coverage, this volume focuses on sensemaking, decisions, actions, and evaluating outcomes relating to managing business-to-business brands including both product and service brands. This book goes well beyond basic marketing textbooks to provide extensive reviews of relevant studies, original research reports, and in-depth implications for the following B2B brand management issues: Building a Strong B2B Brand; Building a Strong Brand to Resellers; B2B Brand Equity - Theory, Measurement, and Strategy; Effective Strategies for B2B Service Brands; Brand Meaning and its Impact in Subcontractor Contexts; Brand Image, Corporate Reputation, and Customer Value; Internal Branding Theory, Research, and Practice; and, Pricing Theory and Strategy Applications in B2B Brand Management. Collectively these chapters address most aspects of the marketing mix for business-to-business and industrial marketers. Each of the papers provides valuable brand management insights for managers. The chapters are original contributions by leading scholars and B2B brand managers; each chapter following the introductory chapter includes a brand management problem-exercise with a separate instructors note.

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