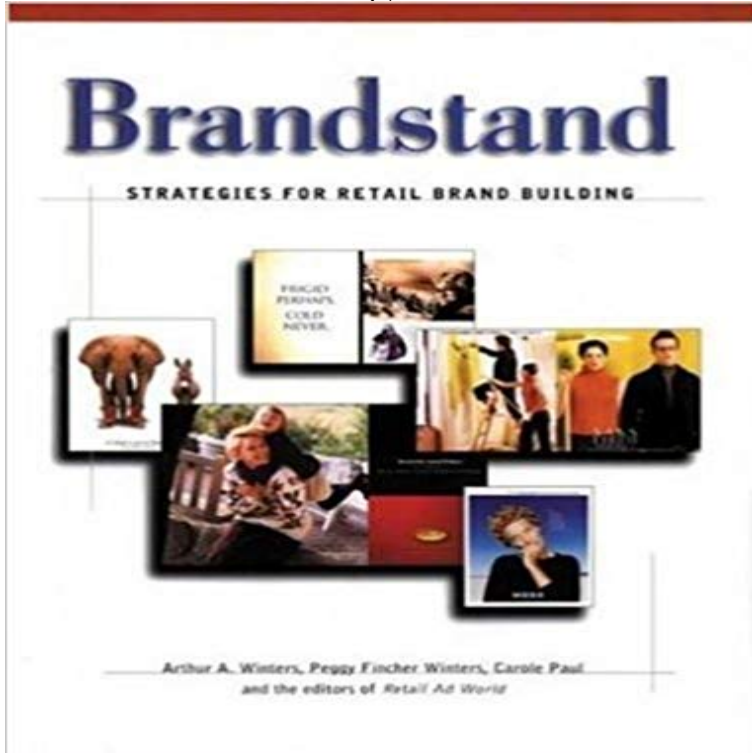


Brandstand: Strategies for Retail Brand Building



Specialty, department and discount/off-price stores, e-tailers, designers, manufacturers and shopping malls are all waging branding wars with a vengeance. And, these major retailers now look to the power of branding in every form as their most potent and important strategic asset. Brandwidth is the term the authors of this what works book use to define the multi-media aspects of retail brand building. Brandstand examines 10 brand strategies used by innovative marketers and explains and redefines the industry's buzz words: Brand Awareness; Brand Image Positioning; Spiral Branding, Attributes, Benefits, Commitments, Destination Branding and Experimental Branding; Brand Associations, and more. Brandstand is a book of 35 case studies with hundreds of visuals and in-depth reportage. Best Buy Bruno Magli Burjorman Shopping Center Cartier Crate & Barrel Columbia Sportswear Container Store Donna Karan E-Luxury Ethan Allen Etro H & M Harrods Hart Shaffner & Marx Henri Bendel Hermes Holt Renfrew Kate Spade Keds Laura Of Canada Macys West Mansours Marsh Supermarkets Marshalls Mens Wearhouse Mexx Office Depot Pacific View Ventura Park Royal Saks Fifth Avenue Sephora Talbots Target Tyson Corner Wolford In Brandstand the top marketing pros from these successful companies share with you what really works for them in the managing of their brand(s). You get first-hand knowledge about their objectives, strategies and execution. We show you the creative efforts they use to communicate the branding story, with over 500 full-color visuals. Brandstand is a book filled with real insights and hundreds of ideas that you can use in your own business to build and maintain retail brand equity. 176 pages 9 x 12 Over 500 color visuals, hardcover

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