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Título: Creating Powerful Brands

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'The Logical structure, conceptual clarity and action orientation are only a few of the many added values of this book-an invaluable knowledge brand in itself.'-Veronika V. Tarnovskaya, Lund University, Sweden

'As a textbook that brings together the theory and examples of how branding works in practice, it really can't be bettered.' - Loyalty Magazine

'This is an excellent book. It is well written, perfectly structured, full of knowledge with an invisible power to professionally and artistically acquaint the reader to the world of brands. This book proselytized me to the art of branding with its dynamic context and polymorphic approach to create sensible and useful brands. I strongly recommend it for consultants, marketing managers, business managers, college professors and students.' - Dr Yannis Suvatjis, Athens Graduate School of Management

'Creating a powerful brand is a journey not a destination. This book is the definitive road map. Whether you are new to branding, an experienced brand manager or a senior executive wishing to keep abreast of the changing brand environment this book should be permanently on your desk.' - Anthony Thomson, Co-founder and Chairman, Metro Bank; Chairman, the Financial Services Forum

'This is an exemplar testimony of an enduring brand, twenty years on, which retains crispness and relevance to brand managers and academics. de Chernatony's authenticity in incorporating new developments in customer co-creation of brands, brand adaptability, service employees as brand ambassadors and many other innovations reflects his own leading cutting-edge role in extending the brand literature domain.' - Bill Merrilees, Professor in Marketing and Leader of the Branding@Griffith Research Cluster in the Griffith Business School, Brisbane, Australia

'Creating Powerful Brands is a book that all serious brand managers will wish to frequently refer

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to and to have close at hand.' - John M.T. Balmer, Professor of Corporate Marketing, Brunel University, London; Professor of Corporate Brand/Identity Management at the University of Bradford, UK

'This wide-ranging survey of theory and practice has now been brought bang up-to-date.' - Robert Jones, Wolff Olins and Norwich Business School

'Since its launch in 1992 this book has become a must have on the book shelf. In updating it has simply ensured it will retain that status for the next generation of brand owners and consultants' - Nick Kendall, Group Strategy Director, BBH Ltd

'Every businessman should read this book, regardless of which part of business she or he is involved in, regardless of her or his responsibility level, regardless of the business category. It is simply the best book I've read recently - fresh, contemporary, inspiring.' - Andrej Pompe, President of Brand Business School

'The book is very interesting, lively and inspiring to read. It is well organized in presenting and analyzing branding concepts. The real strength is the integration within and between chapters... This book is in its fourth edition, and has been substantially changed and provides the most current approach to branding and brand management. It is extremely well written and useful to both branding (and marketing) professionals and for upper-level undergraduate and graduate students' - Professor Robert D Green, Journal of Product and Brand Management

"A thoroughly revised and updated version of an already classic book... The authors have succeeded in their intentions: the creation of a well grounded, pragmatic and easily applicable framework for both academics and practitioners. The logical structure, conceptual clarity and action orientation are only a few of the many added values of this book--an invaluable knowledge of brand in itself" - Veronika V. Tarnovskaya, Journal of Brand Management