Brand Management in the Age of Digitalization

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Reviews

Very useful to any or all group of men and women. I am quite late in start reading this one, but better then never. You are going to like just how the blogger publish this book.

(Kristian Nader)

BRAND MANAGEMENT IN THE AGE OF DIGITALIZATION

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GRIN Verlag Gmbh Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x149x6 mm. Neuware - Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Westfälische Wilhelms-Universität Münster, Sprache: Deutsch, Abstract: It s a lonely, scary time to be a brand manager (Fournier and Avery 2011, p. 193). Fournier and Avery s statement reflects that the brand management in times of the Web 2.0 has become a very complex and challenging undertaking. In this participatory online environment consumers are empowered to actively take part in the BM process instead of remaining passive receivers of the company s brand messages. Millions of people create and publish their own brand messages, also called brand related user generated content, in form of for instance YouTube videos, Amazon product reviews, Facebook groups and blog entries. Due to technological advances and the characteristics of the Web 2.0, these contributions from brand fans or brand critics can disseminate quickly and achieve important reach. Consequently, user generated brand messages represent important additional brand touch points next to the company s brand messages and may have a significant influence on the brand image (Burmann 2010, pp. 1 f.; Musser and O Reilly 2006, pp. 3-6; Wunsch-Vincent and Vickery 2007, pp. 9-17). Being still in its initial development phase, little knowledge exists on how brand managers should try to maintain the control over the BM process and approach brand related UGC. Instead of maintaining rather passive or simply monitoring these user contributions, the BM may also counteract or even stimulate them in order to attain brand goals (Arnhold 2010, pp. 49 f.; Burmann 2010, pp. 1-3; Gensler et al. 2013, pp. 242-244; Hennig-Thurau, Hofacker and Bloching 2013, pp. 238 f.). This paper s objective is to explain and classify different managerial approaches towards...

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