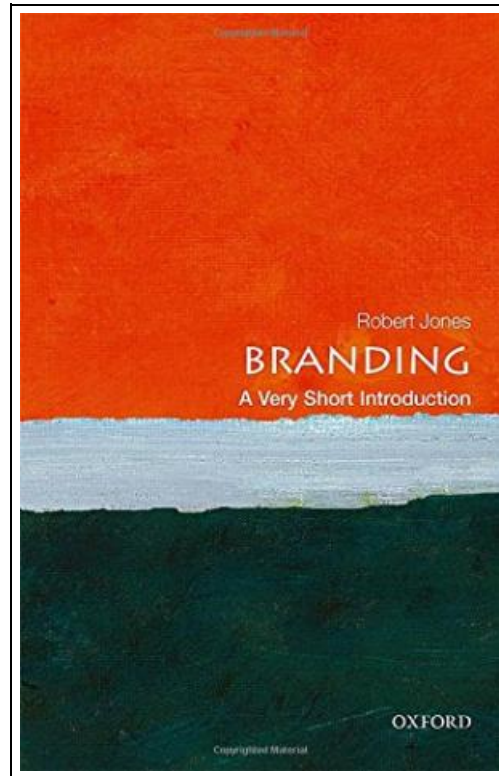


Branding: A Very Short Introduction (Paperback)



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Reviews

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BRANDING: A VERY SHORT INTRODUCTION (PAPERBACK)



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Oxford University Press, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. Branding is possibly the most powerful commercial and cultural force on the planet. Iconic names such as Coca-Cola, Nike, Manchester United, Harry Potter, and Google are known and recognized by millions of people worldwide. As the market economy spreads across the world, brands are becoming ever more prevalent. The Apple brand has been valued at \$98 billion - more than the GDP of Slovakia. Every day, we re exposed to more than 3500 brand messages. And even though people are increasingly brand-aware and brand-sceptical, they are nevertheless seduced by brands. We may reject the whole brand system, but we still wouldn t be parted from our Apple Macs. Brands are impossible to escape. In this Very Short Introduction Robert Jones discusses the rising omnipresence of brands, and analyses how they work their magic. He considers the incredible potency of brands as a commercial, social, and cultural force, and looks at the many different kinds of brands that exist - from products, services, and artistic properties, to companies, charities, sports clubs, and political parties. Defining what we mean by the word brand , he explores both the positive and negative aspects of brands. Finally Jones considers the business of branding, and asks whether the idea of brands and branding is starting to decline, or whether it has a long future ahead. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.



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