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Brand Desire: How to Create Consumer Involvement and Inspiration

Nicholas Ind, Oriol Iglesias

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Nicholas Ind, Oriol Iglesias : Brand Desire: How to Create Consumer Involvement and Inspiration before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Desire: How to Create Consumer Involvement and Inspiration:

0 of 0 people found the following review helpful. Extremely inspiring, practical and rigorous!!!By stefanBrand desire is a must read for any manager, academic and student in the field of marketing. The book is extremely rigorous, as both authors are renowned academics. At the same time, the book is extremely practical, as both authors also have extensive experience as consultants for leading global brands. The book includes many international case studies, and

it is also very engaging and easy to read. Professors Ind and Iglesias present a model on the sources of brand desire (authenticity, surprise, sensuality, social identity and meaningfulness), as well as a model on the levers of brand desire (principles, participation, leadership, culture, storytelling, experience, and innovation). The two models are very illustrative and can be used by any brand that wants to increase its desirability. All in all, this is an inspiring, rigorous, extremely practical and also enjoyable book to read. Review by: Stefan Markovic - Copenhagen Business School.0 of 0 people found the following review helpful. Just what we needed in a contemporary brand book. excellent!By jodokAs a brand theorist, professor and consultant in mass and luxury brand management, it is not often that I rave about a book, let alone recommend it. This one I really love and am not only recommending to students but have replaced my strorytelling to storybuilding model with theirs and am also thrilled to finally have a useful Brand Desire model to refer to when comparing brand love with desire. Not only is this book wonderful from an academic point of view, its a pleasent read for all who are interested in this field. I cannot congratulate the authors enough. Thank you gentlemen, good job!0 of 0 people found the following review helpful. A must-read for every brand managerBy Denise Lee YohnExcellent and thorough examination of what every brand wants to know -- how to create desire. I learned a lot from all the great insights, helpful frameworks, and interesting examples. A must-read for every brand manager.

Desire is big business. If companies can create true desirability for their brands, customers will not only express preference and loyalty, they also show a willingness to act as brand champions, participate in online communities, co-create innovative ideas, and show the sort of commitment that is normally associated with fervent employees. However, desire doesn't just happen. Brands need to nurture it by offering both security and surprise. This isn't just about marketing, but rather a reflection of an organization-wide culture and perspective. Using international case studies, Brand Desire explains how companies can engage customers emotionally and create value for them. Managers can successfully build and maintain brand desire through specific strategies and tools, such as: middot; promoting a principles-driven organization that is grounded in its heritage and distinctive competences;middot; creating a supportive culture that encourages the active participation of people in brand development;middot; providing an opportunity for people to communicate more with each other and to encourage socialization through communities and events; andmiddot; offering outstanding experiences: being consistent in delivery, from first communications through to after-sales service and support. In a crowded sales environment, brand desire can elevate any product or service so that it stands out from the crowd ndash; and stays there. Brand Desire demonstrates how desirable brands are about desirable experiences, and shows what companies can do to maximize those experiences for their customers.

Creating brand desire and connecting with emotions is the number one future strategy for all brands - an excellent source of inspiration and understanding for any Brand leader. -- Chris Nurko * Global Chairman, FutureBrand * Ind and Iglesias offer a blueprint for building brand desire that is illuminating and inspiring. Thoroughly modern and undeniably practical, Brand Desire is an indispensable guide for brand theorists and practitioners alike. -- Kevin Lane Keller * E.B. Osborn Professor of Marketing, Dartmouth College * Until now brand desire was something you just felt without really knowing why. Ind and Iglesias's book reveals the principles and processes behind the feeling. -- Professor Majken Schultz * Copenhagen Business School * There is a mystique around brand desire. What exactly is it? And how can it be managed? Ind and Iglesias's book explains why people desire certain brands and how managers can build and sustain desirability. -- Santiago Gowland * Senior Vice President Global Corporate Innovation at The Estee Lauder Companies Inc. * Brand Desire shows the first methodology into building brand desire to maintain and strengthen consumer preference overtime. Rigorous, practical, easy to read, it brings an actionable way for brands to inspire and develop contemporary marketing strategies for today's complex business environment. Brand Desire is must read for any marketer and for all senior management who work towards building brands! -- Borja Castresana * Chief Marketing Officer, Desigual * As brand owners, we must learn how to create desire that leads to action. In their book, Nicholas Ind and Oriol Iglesias un-pack the mystery of desire and make it applicable to a business environment. This is the way forward. -- Anne Gro Gulla * Vice President and Head of Brands, Telia *About the AuthorNicholas Ind is Associate Professor at the Oslo School of Management and a partner in Equilibrium Consulting. Previously he ran Icon Medialab's brand consultancy arm in Sweden. Before he joined Icon, Nicholas had his own branding consultancy in the UK, was a director of a design group and was an account director in an advertising agency. Nicholas is the author of 11 books.Oriol Iglesias is Associate Professor and Director at the Department of Marketing Management at ESADE Business School in Spain, and also the Director of the ESADE Brand Institute. He is a member of the Executive Committee of the European Academy of Marketing (EMAC), and member of the Academy of Marketing's Scientific Committee of the Special Interest Group on Brand, Identity, and Corporate Reputation. He is also a member of the Editorial Board of the Journal of Brand Management and the Editorial Board of the Journal of Product and Brand Management.