

MARRIED TO THE BRAND

WHY CONSUMERS BOND
WITH SOME BRANDS FOR LIFE

WILLIAM J. McEWEN

Lessons from 60 years of research into
the psychology of consumer relationships

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Married To The Brand Why Consumers Bond With Some Brands For Life

Linda E. Swayne, Mark Dodds



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Married to the Brand William J. McEwen, 2009-02 Provides a strategic framework to measure and manage one of a company's greatest strategic assets the relationship between a brand and its consumers Here is the story of what makes profitable brand relationships work through the eyes of the consumer not the marketer Packed with stories and compelling discoveries from a worldwide consumer database it explores why people bond with some brands and not others Drawing on 60 years of Gallup Org research into consumer psychology this book shows how emotional connections can be measured and managed A must read for profit obsessed marketers everywhere from the boardroom where strategies are formulated to the front lines where employees live the brand every day Illus Married to the Brand William J. McEwen, 2005 Explores how emotions such as confidence integrity pride and passion can make consumers want to stand by a brand This book also shows how skilful brand management can keep a consumer brand marriage fresh and satisfying *Married to the Brand: Why Consumers Bond With Some Brands for Life*, 19?? **Married to the Brand** William J. McEwen, 2005-11 Married to the Brand tells the story of what makes profitable brand relationships work through the eyes of the consumer not the marketer Packed with stories and compelling discoveries from a worldwide consumer database this book explores why people bond with some brands and not others **BOOK JACKET** **Encyclopedia of Sports Management and Marketing** Linda E. Swayne, Mark Dodds, 2011-08-08 This four volume set introduces on the management side principles and procedures of economics budgeting and finance leadership governance communication business law and ethics and human resources practices all in the sports context On the marketing side this reference resource explores two broad streams marketing of sport and of sport related products promoting a particular team or selling team and sport related merchandise for example and using sports as a platform for marketing non sports products such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament Together these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today providing an invaluable print or online resource for student researchers The Power of Consumer Creativity Marie Taillard, Chloe Preece, 2025-09-22 This edited book explores the many dimensions of consumption as a creative act using the seven C's of creativity framework Leading scholars from marketing and consumer research illustrate how acts of consumption are infused with novel thinking cultural expression and personal meaning across cutting edge topics including vintage retail gaming biohacking parenting and degrowth By highlighting the generative potential of consumer creativity this collection offers a compelling argument for recognising creativity as a fundamental and pervasive human capability rather than a rare talent It is essential reading for researchers students and practitioners seeking to understand the evolving intersections of creativity consumption and market transformation *Brand Resilience* Jonathan R. Copulsky, 2025-04-16 As the recent Tiger Woods scandal illustrates brand reputation is more precarious than ever before True and false information spreads like wildfire in the vast and

interconnected social media landscape and even the most venerable brands can be leveled in a flash by disgruntled customers competing companies even internal sources Here veteran marketing executive Jonathan Copulsky shows companies and individuals how to play brand defense in the twenty first century Five Signs that You Need to Pay More Attention to the Possibility of Brand Sabotage A group of uniformed employees posts embarrassing YouTube videos in which they display unprofessional attitudes towards their work One of your senior executives publicly blames a supplier for product defects even though they predate your relationship with the supplier Your competitor s ads trumpet their solution to the performance problems associated with your most recent product A customer unhappy with changes made to your product design launches a Facebook group which attracts 5 000 fans Your outsource partner is prominently featured in numerous blogs and websites describing allegations of worker mistreatment and workplace safety hazards **Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior** Soares, Ana Maria, Elmashhara, Maher Georges, 2020-02-21

Unprecedented changes in consumer shopping habits pose major challenges for retailers who need to consider the multidimensional nature of shopping in order to design and provide engaging consumer experiences The intersection between in store and online shopping is also fundamental to meet the fast changing consumer behavior Comprehending how environmental and sensory dimensions leisure entertainment and social interactions influence shopper emotions may enhance the shopping experience Emotional Sensory and Social Dimensions of Consumer Buying Behavior is an essential reference source that discusses methods for enhancing the shopping experience in an era of competition among shopping offline and online destinations as well as predicting emerging changes in consumer behavior and shopping destinations and new technologies in retailing Featuring research on topics such as consumer dynamics experimental marketing and retail technology this book is ideally designed for retail managers designers advertisers marketers customer service representatives merchandisers industry professionals academicians researchers students and practitioners

Contemplating Corporate Marketing, Identity and Communication Klement Podnar, John Balmer, 2013-12-16 Since the first International Corporate Identity Group s symposium in 1994 the fields of corporate identity corporate communications and corporate branding have become a focal point for scholars and managers alike Recently the term corporate marketing has incorporated a host of key corporate level concepts representing a new paradigm of thought Contemplating Corporate Marketing Identity and Communication is a collection of papers and extended abstracts from the 12th ICIG symposium presenting a variety of perspectives with a view towards stimulating debate about the advances in corporate marketing identity and communication The contributions in this volume examine critically the development of the field and focus for future research in order to encourage cutting edge scholarship along with practitioner insights In a field characterized by paradoxes unity and variety integration and specialization the aim is to integrate diverse practices to inspire a more sophisticated approach or theoretical framework The papers in this volume are both challenging and distinctive

Brand Manager Diploma - City of London College of Economics - 9 months - 100% online / self-paced City of London College of Economics, Overview The fun and easy way to build your brand and increase revenues Content Everything You Ever Wanted to Know About Branding Building a Brand Step by Step Launching Your New Brand The Care and Feeling of Your Brand Protecting Your Brand Ten Truths about Branding Ten Branding Mistakes and How to Avoid Them Resources for Brand Managers Duration 9 months Assessment The assessment will take place on the basis of one assignment at the end of the course Tell us when you feel ready to take the exam and we ll send you the assignment questions Study material The study material will be provided in separate files by email download link **Applied Social Sciences** Gheorghe Clitan,Georgeta Rață,2014-08-11 This book Applied Social Sciences Communication Studies is a collection of essays specific to the field of Verbal and Non verbal Communication It contains essays on the role of communication in the academic library interculturality IT collaborative web digitalisation literary fiction folktale Romanian drama management conflict management election campaign discourse public relations terrorism risk marketing advertising brand cultural events mass media censorship glossies image fabrication journalistic approach manipulation media events metaphorisation of discourse news public opinion public space television organisations cyberspace and sports volleyball This book will appeal to professionals working in the fields of community college teaching corporate communications entertainment human resources journalism management marketing media literacy media management and media criticism non profit work PhD work in communication public relations strategic planning and training and consulting The types of academic readership it will appeal to include researchers students teacher trainers and teachers of all subjects and of all levels who want to develop personally and professionally **Branding For Dummies** Bill Chiaravalle,Barbara Findlay Schenck,2011-03-01 Why do consumers pay a premium for a Dell or Hewlett Packard laptop when they could get a generic machine with similar features for a lower price The answer lies in the power of branding A brand is not just a logo It is the image your company creates of itself from your advertising look to your customer interaction style It makes a promise for your business and that promise becomes the sticking point for customer loyalty And that loyalty and trust is why so to speak your laptops sell and your competitors don t Whatever your business is whether it s large or small global or local Branding For Dummies gives you the nuts and bolts know how to create improve or maintain a brand This plain English guide will help you brand everything from products to services to individuals It gives you step by step advice on assembling a top notch branding team positioning your brand handling advertising and promotion avoiding blunders and keeping your brand viable visible and healthy You ll get familiar with branding essentials like Defining your company s identity Developing logos and taglines Launching your brand marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy to navigate icons charts figures top ten lists and humor Branding For Dummies is the straight up jargon free resource for making your brand stand out from the pack and for positioning your business to reap the ensuing rewards

Branding Only Works on Cattle Jonathan Salem Baskin, 2009-03-16 Most people don't know it yet but branding is dead. Of course we need to know about the things we want to buy but the billions of pounds spent on logos, sponsorships and jingles have little if anything to do with consumer behaviour. For example, Dinosaur headed execs in Microsoft ads didn't help sell software. Citibank's artsy live richly billboards didn't prompt a single new account. United Airlines' animated TV commercials didn't fill more seats on airplanes. In *Branding Only Works on Cattle*, branding guru Jonathan Salem Baskin reveals that modern consumers are harder to find, more difficult to convince and even harder to retain. They make decisions based on experience so what matters isn't how creative, cool or memorable the advertising is but how companies can affect consumer behaviour. Marketing, communications, distribution strategies and customer service are all contributing to the new branding. This book will be the essential guide to understanding and thriving on this new branding dynamic. How Healthy Is Your Organization? Imre Lövey, Eszter Erdélyi, Manohar Nadkarni, 2007-07-30 In today's stressful work environment organizations can be crippled not only by product failures or dramatic market shifts but by internal demons. Typical symptoms of corporate disease include distrust, lack of communication, territoriality and other negative qualities that fester below the surface and ultimately sap the organization's vitality. But according to these experts in organizational dynamics it doesn't have to be that way. In truly strong organizations employees experience joy in performing their tasks and give their utmost to add value and help achieve organizational goals. This provocative book featuring over fifty case studies shows how organizations can uncover problems in the corporate culture, root them out and prosper. As the authors argue, sustainable profitability over the long term is a function of achieving a balance among financial objectives, customer demands and employee needs. Through numerous examples, case studies and diagnostic exercises the authors show managers and employees as well as students and researchers of organizational behavior how to identify the sources of organizational disease and focus on promoting a positive, inclusive culture. The end result: Profitability, better employee retention and a company that's fun to work for. *FBI Law Enforcement Bulletin*, 2010 The Relentless Pursuit of Excellence Richard D. Sagor, Deborah Rickey, 2012-04-10 How to bring out the best in your staff and in yourself. Research shows that the single variable that makes the most difference in student performance is the quality of the teacher. How do we keep teachers motivated in the face of increased pressure for grades, class sizes and media attention? How do we attract and retain high quality teachers? This inspiring text offers a refreshing alternative to the portfolio and high stakes accountability models of school improvement. Based on the successful methods of Dealous Cox, *The Relentless Pursuit of Excellence* describes a leadership philosophy based on the search for wisdom through personal reflection and community. The authors share their experience with this leadership style and document the sustainable results of transformational leaders working with teachers as partners rather than adversaries. These results include: Consistently improved teacher performance, Improved teacher quality, Greater professional satisfaction for teachers, Stronger community support for schools. Richard Sagor and Deborah

Rickey have tracked this established leadership model for more than 30 years Their work shows how when sustained over time these leadership principles have transformed professional behavior throughout school districts and made a long term difference for teachers and students

Marketing Communication in African Languages Abiodun Salawu, Kehinde Oyesomi, 2024-12-23 This edited volume considers the use of African languages for marketing communication The importance of an indigenous language stems from its benefits which include increased comprehension and a sense of resonance among the target audience which makes it more memorable as opposed to foreign languages Chapters in the book variously examine African traditional advertising and marketing popular culture as a channel for advertising and marketing political communication advertising and marketing commercials and public relations in African languages as well as branding corporate and public communication in African languages The use of African languages for marketing communication is considered on the traditional mass media and the digital media Readers will gain a lot of insights into the theory and practice of marketing communication in African languages

Stankevicius MGM Research: Public Relations in Global Business: How to manage and influence investor relations with PR and media in the current economy Paulius Stankevicius, 2019-08-10 Investor relations is a subject which has been seriously taken into consideration by many companies and is an important matter nowadays Considering that the company s survival depends on capital managing investors the right way is management s obligation to the company and it s stakeholders in order to keep the business in continuous growth and profitability Public relations on the other hand is a subject of people Consider that people and their relationships build businesses this research will examine the in depth correlation between public relations and investor relations Managing people and communicating with them is the big picture of the company s activities but what kind of layers are behind those activities is what this research tries to uncover Additionally this research has a new approach towards media relations as media can be used as a channel to connect to people and spread information Media is also an activity which falls under public relations Media has a strong influence over people and media can be used not just to create but also to manipulate and destroy The goal of this research is to provide in depth information about how public relations and media can be used to manage and influence global audiences including consumers and clients and most importantly investors What happens when companies manipulate the public what happens when companies tell the truth how the stock market and investors react to the news what companies can do to create a powerful brand quickly and how external factors influence investors decisions Many examples and scenarios are covered in this research to understand the power of public relations and media and the influence that these two hold towards investors and the global economy Literature review methodology was applied to this research including various literature review types Also an additional qualitative method was also used in this research by conducting several interviews and taking comments from industry experts This research is meant for business executives and marketing professionals to understand and learn about new possibilities when it comes to building a brand and gaining a

certain level of power over audiences and global markets *Worldviews* John Valk, 2021-10-01 This book investigates the concept of worldview in its numerous aspects and how worldviews impact shape and influence individuals communities societies and cultures It explores various worldviews religious spiritual and secular using a comprehensive approach to highlight their breadth depth and scope John Valk argues that everyone has a worldview and that worldview is often shaped and influenced by individual circumstances and situations While worldviews have similar structures to one another they vary in content including differences in metanarratives teachings ethics and more In the course of explaining how worldviews respond to life s ultimate and existential challenges the book poses ontological questions to highlight various world views on the nature of being and the human and epistemological questions pertaining to sources of knowledge and certainty Inviting readers to reflect on their own worldviews as they explore the worldviews of others Valk also reveals how certain universal worldview beliefs are interpreted in particular contexts *The Culture of Excess* J.R. Slosar, 2009-10-22 In the wake of the 2008 2009 economic recession this revealing work offers a psychological explanation of how we as a nation grapple with self control and how we can develop a new and healthier generation As J R Slosar shows in this urgent sometimes startling volume the nation s fast and loose approach to money was in fact a symptom of a more widespread pattern of excessive behavior In *The Culture of Excess How America Lost Self Control and Why We Need to Redefine Success* Slosar portrays an America where the drive to succeed and the fear of missing out manifested itself not only in self entitled corporate fraud but in everything from sharp rises in obesity and cosmetic medical procedures to equally troubling increases in eating disorders panic attacks and outbreaks of uncontrollable rage *The Culture of Excess* is the first book to assess the impact of economic and social factors on the nation s psychological well being Narcissism productive narcissism psychopathy rigidity and self destruction perfectionism the illusion of success and identity achievement all come into play as Slosar diagnoses the psychological drivers behind this indulgent age offering his prescription for helping Generation Me become Generation We

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web art glass or light screens as wright called them are a prominent feature of the home the martin house estate contains sixteen individual abstract patterns of art glass more than for any other commission during this period the most iconic of these is the design popularly known as the tree of life

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web this distinctive structure which was commissioned by a ds hollyhock house art glass 137 00 aline barnsdall commissioned wright to build one of his greatest architectural achievements atop a hill in hollywood the hollyhock house in honor of her favorite flower the geometric pattern found ds thomas entry light art glass 124 00

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web martin house maintains preserves and exhibits a fine collection of works of art designed or selected by frank lloyd wright for the martins as well as objects related to the family and the history of their home a historic furnishings plan was completed in 2008

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web feb 3 2022 located in the historic parkside neighborhood of buffalo frank lloyd wright s martin house is home to an extraordinary collection of art glass and the tree of life is wright s best known and most well loved design

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