



Special 03 Corporate Identity

Mona Moufahim



Special 03 Corporate Identity:

Examining the Visual Culture of Corporate Identity Bill Cranfield, 2003 Guest produced by Chris Kelly of London s Mono design studio *Basics Marketing 03* Brian Sheehan, 2011-06-01 Marketing Management provides a battery of invaluable business skills ideas and tools to help students of marketing take their first steps to a stellar career **Corporate Identity and Crisis Response Strategies** Olga Bloch, 2014-06-10 The history of crisis management shows that companies embark on particular strategies in response to crisis So why are some companies crisis communication strategies successful while others are not The purpose of this book is to broaden the existing knowledge of crisis response strategies by focusing on corporate identity as one of the factors that is most likely to influence their choice Drawing upon insights from the sensemaking and chaos theories as well as traditional and alternative non European approaches to strategy formation Olga Bloch contends that there is a reciprocal relationship between corporate identity and crisis response strategies This relationship is examined on the example of Toyota Motor Corporation s communication in response to a crisis caused by a series of recalls of its vehicles in 2009 2010 *Present-Day Corporate Communication* Rudolf Beger, 2018-06-22 This book serves as an easy to read up to date practical guide on professional corporate communication The key market for this book is the Asia Pacific region mainly because there is a gap in know how in corporate communication among many industry sectors In addition at present one cannot find a lot of educational literature about corporate communication in the market Therefore this guidebook closes that gap In Asia companies are starting to realize the importance of corporate communication in all areas external and internal corporate communication crisis communication Example TEPCO and political communication government relations lobbying This is triggered not only by the recent high profile and success of targeted political communication in the USA but also by the notorious export orientation of many Asian companies and their increasingly multi national orientation fostered by M A and foreign investments In addition the increasing importance of online communication and digital social media is an important reason why existing guidebooks on corporate communication have to be reassessed and modernized This book focuses on all major aspects of modern corporate communication including online digital communication and covers new developments such as fake news post truths political correctness the art of bridging and other new phenomena in the world of corporate communication Simple cartoon style drawings supplement the text in order to facilitate reading and learning Corporate communication professional as well as students and professors in business management programs will be given tools to effectively and successfully plan and implement corporate communication strategies and tactics in all major areas **Political Branding in Turbulent times** Mona Moufahim, 2021-10-25 Political uncertainty and instability characterise many regions around the world and increasingly can be observed in more established democracies The COVID 19 pandemic national and international tensions and the proliferation of autocratic chauvinist and at the most extreme fascist forces around the world all contribute to turbulent political times Such environments constitute

tremendous challenges but also opportunities for scholars to contribute to an understanding of processes in the political market using the lens of political branding theories Authors from various disciplinary backgrounds including social psychology marketing and media and communications provide commentaries and analyses of branding processes in different national contexts all characterised by tensions and challenges The topical and provocative content of the chapters all focusing on recent political events and phenomena in the political arena should appeal to researchers branding practitioners politicians and members of the public seeking to deepen their understanding of current events and political branding concepts

Corporate Branding T C Melewar, S F Syed Alwi, 2015-04-10 A strong corporate image has power in a competitive marketplace Its influence on reputational value and customer decision making is only now beginning to be understood Interest in corporate branding is exploding as marketing academics and professionals begin to realize how it can boost business performance in measurable ways For example it promotes customer patronage without expensive advertising and raises profitability by enabling companies to leverage their brand image when buying from particular sources Yet there are few empirical studies available to clarify its basic tenets and fewer still that help us understand corporate branding in different parts of the world Existing books focus mainly on conceptual ideas and real life examples Corporate Branding Areas arenas and approaches is a unique take on corporate branding that provides a global overview through rigorous research of different geographical areas across industries An international range of leading scholars contribute their coverage across three clear themes Area geographical areas across the globe including the UK USA Europe and Asia Arena a variety of commercial and not for profit sectors both B2B and B2C Approach methodological approaches to brand research design including qualitative quantitative case studies interpretivistic and social narrative These three themes enable the reader to consider corporate branding from more perspectives and in more ways than any other corporate branding book The result is an understanding of this strategically important growing subject that cannot be found anywhere else This book is an essential read for any branding student or interested professional

Nation branding Keith Dinnie, 2010-05-14 Nation Branding Concepts Issues Practice is a comprehensive and exciting text that demonstrates why nations are embracing the principles of brand management It clearly explains how the concepts and techniques of branding can be adapted to the context of nations as opposed to the more usual context of products services or companies Concepts grounded in the brand management literature such as brand identity brand image brand positioning and brand equity are transposed to the domain of nation branding and supported by country case insights that provide vivid illustrations of nation branding in practice Nation branding is a means by which more and more nations are attempting to compete on the global stage Current practice in nation branding is examined and future horizons traced The book provides The first overview of its kind on nation branding A blend of academic theory and real world practice in an accessible readable fashion A clear and detailed adaptation of existing brand theory to the emerging domain of nation branding An original conceptual framework and models for nation branding A

rich range of international examples and over 20 contributions by leading experts from around the world Country case insights on nation branding strategies currently being utilized by nations such as Japan Egypt Brazil Switzerland Iceland and Russia Clearly and coherently structured the book is an essential introduction to nation branding for both students and policymakers and will be an essential text for those interested in this fast growing area **Global Marketing and**

Advertising Marieke de Mooij, 2018-10-27 Packed with cultural company and country examples this book offers a mix of theory and practical applications covering globalization global branding strategies classification models of culture and the consequences of culture for all aspects of marketing communications The author helps define cross cultural segments to better target consumers across cultures and features content on how culture affects strategic issues such as the company's mission statement brand positioning strategy and marketing communications strategy It also demonstrates the centrality of value paradoxes to cross cultural marketing communications and uses the Hofstede model to help readers see how their understanding of cultural relationships in one country region can be extended to other countries regions Updates to the new edition include Up to date research on new topics including culture and the media culture and the Internet and a more profound comparison of the different cultural models More examples from major regions and countries from around the world Broader background theory on usage differences of new digital media and extensive coverage of consumer behaviour A range of online instructor resources complement the book including chapter specific PowerPoint slides downloadable advertising images from the book chapter specific questions and key points and video examples of advertising from around the world *Corporate Communication* Mr. Rohit Manglik, 2023-11-23 Principles and tools for effective internal and external communication in corporate settings

The Routledge Companion to Corporate Branding Oriol Iglesias, Nicholas Ind, Majken Schultz, 2022-04-28 This companion is a prestige reference work that offers students and researchers a comprehensive overview of the emerging co created multi stakeholder and sustainable approach to corporate brand management representing a paradigm shift in the literature The volume contains 30 chapters organised into 6 thematic sections The first section is an introductory one which underscores the evolution of brand management thinking over time presenting the corporate brand management field introducing the current debates in the literature and discussing the key dimensions of the emerging corporate brand management paradigm The next five sections focus in turn on one of the key dimensions that characterize the emerging approach to corporate brand management co creation sustainability polysemic corporate narratives transformation history and future and corporate culture Every chapter provides a deep reflection on current knowledge highlighting the most relevant debates and tensions and offers a roadmap for future research avenues The final chapter of each section is a commentary on the section written by a senior leading scholar in the corporate brand management field This wide ranging reference work is primarily for students scholars and researchers in management marketing and brand management offering a single repository on the current state of knowledge current debates and

relevant literature Written by an international selection of leading authors from the USA Europe Asia Africa and Australia it provides a balanced authoritative overview of the field and convenient access to an emerging perspective on corporate brand management

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