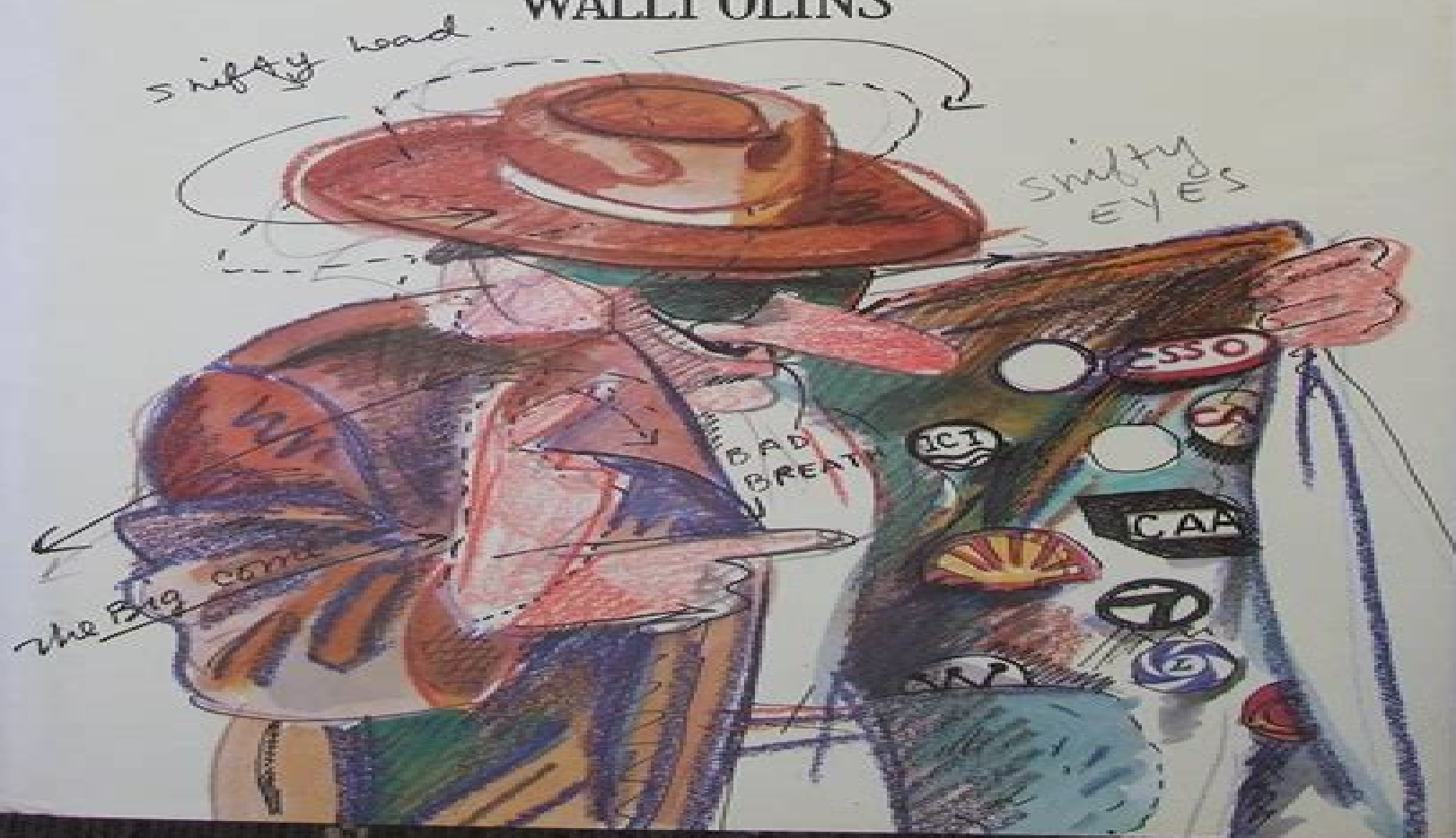


THE CORPORATE PERSONALITY

AN INQUIRY INTO THE NATURE
OF CORPORATE IDENTITY

WALLY OLINS



The Corporate Personality An Inquiry Into The Nature Of Corporate Identity

Melissa Aronczyk



The Corporate Personality An Inquiry Into The Nature Of Corporate Identity:

The Corporate Personality Wally Olins,1978 Monograph examining characteristics of design and image maintenance of industrial enterprises and industrial products with particular reference to publicity techniques explains the need to project identity through trade marks or symbols and describes management techniques regarding the development of corporate identity with particular consideration of the role of consultants in product development commercialization etc Illustrations and references *Building Corporate Identity, Image and Reputation in the Digital Era* T C Melewar,Charles Dennis,Pantea Foroudi,2021-07-29 Brands corporate products service today are collectively defined by their customers deriving from personal experiences and word of mouth This book acts as a forum for examining current and future trends in corporate branding identity image and reputation Recognising the complexity and plurality at the heart of the corporate branding discipline this book fills a gap in the literature by posing a number of original research questions on the intrinsic nature of corporate branding ideas from corporate external and organisation internal identity perspectives as they relate to brand management corporate reputation marketing communications social media smart technology experiential and sensory marketing It incorporates current thinking and developments by both multidisciplinary academics and practitioners combining a comprehensive theoretical foundation with practical insights The text will serve as an important resource for the marketing identity and brand practitioners requiring more than anecdotal evidence on the structure and operation of stakeholders communication in different geographical areas It determines current practices and researches in diverse areas regions and commercial and non commercial sectors across the world The book provides scholars researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies brands and stakeholders in different areas and regions of the world *Corporate and Organizational Identities* Bertrand Moingeon,Guillaume B. Soenen,2002 Using a five facet framework this book furthers understanding about collective identities by bringing together contributions from various management disciplines **Public Relations and the Corporate Persona** Burton Saint John III,2017-07-20 For much of the last century large predominantly US corporations used public relations to demonstrate that their missions resonated with dominant societal values Through the construction and conveyance of the corporate persona they aimed to convince citizens that they share common aspirations and moreover that their corporate soul works as a beneficent force in society Through examining key examples from the last 80 years this book argues that PR through the corporate persona works to create a sense of shared reality between the corporation and the average citizen This has been instrumental in conveying across generations that the corporation is an affinitive corporate persona a fellow companion in the journey of life The construct is obviously ripe for manipulation and the role of PR in creating and promoting the corporate persona in order to align corporations and stakeholders is potentially problematic From wage inequality to climate change preserving the corporate status quo may be negative This original and thought

provoking book not only critically analyses how PR and its role in the corporate persona works to solidify power but also how that power might be used to further goals shared by the corporation and the individual Scholars and advanced students of public relations organizational communications and communication studies will find this book a challenging and illuminating read

Corporate Communication Joep Cornelissen, 2011-04-06 This book incorporates current thinking on corporate communication from both the academic and practitioner worlds combining a comprehensive theoretical foundation with practical guidance and insights to assist managers in their strategic and tactical communication decisions Rich case study examples are provided from companies in the United States the U K continental Europe South East Asia and Australia

Corporate Culture and Organizational Symbolism Mats Alvesson, Per O. Berg, 2011-05-09 No detailed description available for Corporate Culture and Organizational Symbolism

Music, Branding and Consumer Culture in Church Tom Wagner, 2019-10-16 Starting as a single congregation in Australia Hillsong Church now has campuses worldwide releases worship music that sells millions of albums and its ministers regularly appear in mainstream media So how has a single church gained such international prominence This book offers an ethnographic exploration of the ways in which music and marketing have been utilised in the pursuit and production of spiritual experience for members of Hillsong Church An experience that has proven to be incredibly popular The main theme of this book is that marketing specifically branding is not just a way to sell religion but rather an integral part of spiritual experience in consumer society Focussing on the London Hillsong church as a case study the use of its own music in tandem with strong branding is shown to be a co and re productive method of organizing patterning and communicating information The church provides the branded material and cultural context in which participants sacred experience of self unfolds However this requires participants to do the work to properly understand and ultimately embody the values associated with the brand This book raises important questions about the role of branding and music in forming modern sacred identities As such it will be of great interest to scholars of Religious Studies Ethnomusicology and Media Studies

Brand Culture Jonathan Schroeder, Miriam Salzer Morling, 2006-03-27 This fascinating book shows that neither managers nor consumers completely control branding processes cultural codes constrain how brands work to produce meaning Placing brands firmly within the context of culture it investigates these complex foundations Topics covered include the role of consumption brand management corporate branding branding ethics the role of advertising This excellent text includes case studies of iconic international brands such as LEGO Nokia and Ryanair and analysis by leading researchers including John M T Balmer Stephen Brown Mary Jo Hatch Jean No l Kapferer Majken Schultz and Richard Elliott An outstanding collection it will be a useful resource for all students and scholars interested in brands consumers and the broader cultural landscape that surrounds them

Strategic Brand Management in Higher Education Bang Nguyen, T.C Melewar, Jane Hemsley-Brown, 2019-02-13 University branding has increased substantially due to demands on universities to enrol greater numbers of students rising tuition fees the proliferation of courses the growing

internationalization of universities financial pressures and reliance on income from foreign students As higher education continues to grow increased competition places more pressure on institutions to market their programs Technological social and economic changes have necessitated a customer oriented marketing system and a focus on developing the university brand This book is unique in providing a composite overview of strategy planning and measurement informed by ground breaking research and the experiences of academics It combines theoretical and methodological aspects of branding with the views of leading exponents of branding in different contexts and across a range of higher education institutions Expert contributors from research and practice provide relevant and varying perspectives allowing readers to access information on international trends theory and practices about branding in higher education Readers are exposed to the critical elements of strategic brand management gain insights into the planning process of higher education branding and gain a solid understanding of the emerging research area of branding concepts in higher education Advanced students and researchers will find this book a unique resource and it will also be of interest to brand practitioners in both education and public sector markets

Employer Branding for Competitive Advantage Geeta Rana, Shivani Agarwal, Ravindra Sharma, 2021-03-22 This book shows how to build and maintain a distinctive and credible employer brand and develop a set of relevant success metrics to help measure return on investment ROI Starting with the current interest in employer branding this book looks at the historical roots of brand management and the practical steps to achieve employer brand management success The book will review the pressures that have generated current interest in employer branding It goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success The book includes the business case research positioning implementation management and measurement and case studies of big named employer brand stories This book will provide new insights into the field of employer branding and provide directions and tools for organizational brand building It will be beneficial for research scholars engineers practitioners and management students

Research Handbook on Corporate Purpose and Personhood Pollman, Elizabeth, Thompson, Robert B., 2021-09-28 This insightful Research Handbook contributes to the theoretical and practical understanding of corporate purpose and personhood which has become the central debate of corporate law It provides cutting edge thoughts on the role of corporations in society and the nature of their rights and responsibilities

Handbook of Research on Driving Industrial Competitiveness With Innovative Design Principles Farinha, Luís, Raposo, Daniel, 2020-05-29 Industry and academia should capture significant value through adopting design led innovation to improve opportunities for success Skills and capabilities should serve as a basis for adopting new breakthroughs in design driven innovation The development of an infrastructure and centers of excellence with the capacity to respond to new market needs combined with enhanced networking capabilities will allow companies to be more innovative and competitive The Handbook of Research on Driving Industrial Competitiveness With Innovative Design Principles is an essential publication that focuses on the relationship

between innovation and competitiveness in business Featuring coverage on a broad range of topics including open innovation business incubators and competitiveness dynamics this book is ideally designed for entrepreneurs government officials executives managers investors policymakers researchers academicians and students interested in furthering their knowledge of pertinent topics on product design and commercialization new models for academia industry partnerships and regional entrepreneurial ecosystems based on design principles *Go Logo! A Handbook to the Art of Global Branding* Mac Cato,2010-03-01 Unique among branding or creative guideline books this book examines the enormous influence of both commercial persuasion and societal persuasion branding and looks closely at the crucial role creative brand warriors play in building and sustaining winning designs A primary focus is on exploring what it takes to be a successful creative in the global branding wars as defined by the 12 branding determinants Global brands such as Starbucks Google Burger King Delta Airlines and more demonstrate the unique traits that make them successful brands *Flagship Marketing* Tony Kent,Reva Brown,2009-03-14 This book is focused on the increasing diversity of flagships and the ways in which they can create showcases in people s lives This unique volume will be of interest across many disciplines including marketing visual culture design and urban studies *CIM Coursebook 05/06 Strategic Marketing in Practice* Ashok Ranchhod,2012-09-10 Elsevier Butterworth Heinemann s 2005 2006 CIM Coursebook series offers you the complete package for exam success Comprising fully updated Coursebook texts that are revised annually and free online access to the MarketingOnline learning interface it offers everything you need to study for your CIM qualification Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant ensuring it is the definitive companion to this year s CIM marketing course Each Coursebook is accompanied by access to MARKETINGONLINE www.marketingonline.co.uk a unique online learning resource designed specifically for CIM students where you can Annotate customise and create personally tailored notes using the electronic version of the Coursebook Receive regular tutorials on key topics from Marketing Knowledge Search the Coursebook online for easy access to definitions and key concepts Access the glossary for a comprehensive list of marketing terms and their meanings *Strategic Marketing in Practice* Ashok Ranchhod,Ebi Marandi,2006 Carefully structured to link information directly to the CIM syllabus each coursebook text is crammed with a range of cases questions activities definitions and study tips to support and test your understanding of the theory **CIM Coursebook 06/07 Strategic Marketing in practice** Ashok Ranchhod,Ebi Marandi,2007-07-11 Elsevier Butterworth Heinemann s 2006 07 CIM Coursebook series offers you the complete package for exam success Fully reviewed by CIM and updated by the examiner the coursebook offers everything you need to keep you on course **Branding the Nation** Melissa Aronczyk,2013-10-03 What happens to the nation when it is reconceived as a brand How does nation branding change the terms of politics and culture in a globalized world Branding the Nation offers a unique critical perspective on the power of brands to affect how we think about space value and identity **Research Handbook on the History of Trademark Law**

Lionel Bently, Robert G. Bone, 2024-10-03 Presenting a variety of historiographical approaches this Research Handbook explores the historical development of trademarks and the associated commercial practices of branding It has an international scope covering trademark history in Australia Israel pre modern Europe Sweden the UK and the US *Elgar*

Encyclopedia of Corporate Communication Klement Podnar, 2024-03-14 This comprehensive Encyclopedia captures the intricacies of corporate communication offering 87 clear succinct definitions of important concepts within marketing business organizational communication and public relations followed by critical literary analyses of significant research ventures

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