

Pro Logo

Brands as a Factor of Progress

Ladenpreis: 54,99EUR

ISBN: 9781349514113

Auflage: 1st ed. 2004

Verlag: Palgrave Macmillan, Palgrave Macmillan UK

Erscheinungsdatum: 01.01.2004

Autoren: Chevalier M., Mazzalovo G.

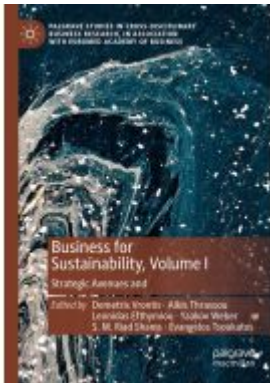
WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/pro-logo-9781349514113.html>

Details

The authors of this book are top executives in the luxury goods industry. In an environment in which brands have come under attack they argue that brands can be factors of progress if they are correctly managed. The book includes an analysis of brand nature and history and highlights the importance of semiotics in the management of brand identity. In summary they argue that brands cannot be held responsible for the imperfections and excesses of the worldwide economic and political systems, but that they can be signs of excellence and differentiation and vectors of values which favour multicultural understanding and put people in a position to generate progress.

Wir haben andere Produkte gefunden, die Ihnen gefallen könnten!



Business for Sustainability, Volume I
Ladenpreis: 175,99EUR



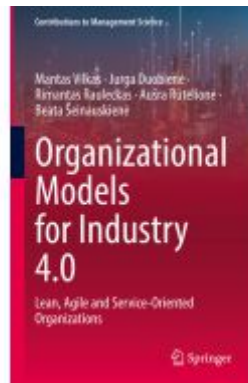
Qualified Intermediary
Ladenpreis: 109,99EUR



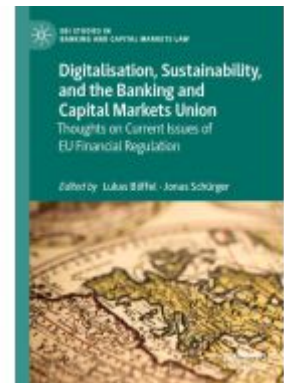
Investition und Finanzierung
Ladenpreis: 36,00EUR



Nachhaltigkeitsberichterstattung in
mittelständischen Unternehmen
Ladenpreis: 61,70EUR



Organizational Models for Industry 4.0
Ladenpreis: 109,99EUR



Digitalisation, Sustainability, and the
Banking and Capital Markets Union
Ladenpreis: 186,99EUR



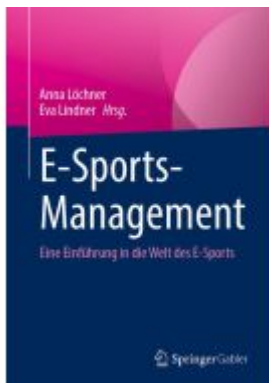
Herausforderungen im Führungsalltag
Ladenpreis: 41,20EUR



Customer Centric Support Services in the
Digital Age
Ladenpreis: 175,99EUR



Holacracy verstehen
Ladenpreis: 51,40EUR



E-Sports-Management
Ladenpreis: 46,25EUR