



Brands and Branding Geographies



Edited by
Andy Pike

Brands And Branding Geographies

Sonia Bookman



Brands And Branding Geographies:

Brands and Branding Geographies Andy Pike, 2011-01-01 The volume edited by Andy Pike includes contributions by several leading figures in the study of brands places and place branding However this is not what makes the book a welcome addition to the literature What really makes the book interesting is actually the brave attempt to deal with an intrinsically difficult topic one that is rarely if ever explored the relationship between brands and branding with the places in and around which these operate Several facets of this relationship are explored in the book The book is introduced nicely by Andy Pike in a chapter that sets the scene and clarifies the intentions of the book I am glad the first book to handle these issues is on my shelves Mihalis Kavaratzis Regional Studies An incomparably rich trove of work on the multifarious and contradictory entanglements between space place and brand The volume helps us understand how and why places of origin play an ever greater role in the marketing of commodities even while corporations continue to seek placelessness in pursuit of the bottom line And it illuminates how and why entrepreneurial governments seeking to enhance global competitiveness increasingly turn to place branding at the neighborhood urban and national scale even while launching rounds of restructuring that undercut the authenticity and viability of local identities A valuable and accessible contribution to the urban studies and cultural studies literature Miriam Greenberg University of California Santa Cruz US An important effort to pull together multidisciplinary research on the spatial dimensions of brands and branding in an international context John A Quelch Harvard Business School US Despite overstated claims of their global homogeneity ubiquity and contribution to flattening spatial differences the geographies of brands and branding actually do matter This vibrant collection provides a comprehensive reference point for the emergent area of brand and branding geographies in a multi disciplinary and international context The eminent contributors leaders in their respective fields present critical reflections and synthesis of a range of conceptual and theoretical frameworks and methodological approaches incorporating market research oral history discourse and visual analyses They reflect upon the politics and limits of brand and branding geographies and map out future research directions The book will prove a fascinating and illuminating read for academics researchers students practitioners and policy makers focusing on the spatial dimensions of brands and branding

Origination Andy Pike, 2015-03-24
Origination The Geographies of Brands and Branding offers innovative theoretical and conceptual frameworks relating to the ways that actors create meaning and value in commodity brands and branding through processes of geographical association Provides innovative conceptualization and theorization to facilitate an understanding of the geographical dimensions of brands and branding Challenges current interpretations of brands as vehicles of homogenization in globalization Establishes the theoretical and conceptual foundations of a more geographically sensitive approach through rigorous empirical examination of the under researched geographical differentiation of commodity brands and branding Presents innovative new research and analysis of the socio spatial biographies of the Newcastle Brown Ale Burberry and Apple brands Forges

strong new connections between political and cultural economy approaches within geography Provides a distinctive and incisive conceptual and theoretical framework capable of engaging other branded commodities and their branding in other times and places

City Branding Alberto Vanolo, 2017-02-03 Since the 1990s city branding has become a key factor in urban development policies Cities all over the world take specific actions to manipulate the imagery and the perceptions of places both in the eyes of the inhabitants and in those of potential tourists investors users and consumers City Branding The Ghostly Politics of Representation in Globalising Cities explores different sides of place branding policies The construction and the manipulation of urban images triggers a complex politics of representation modifying the visibility and the invisibility of spaces subjects problems and discourses In this sense urban branding is not an innocent tool this book aims to investigate and reflect on the ideas of urban life the political unconscious the affective geographies and the imaginaries of power constructed and reproduced through urban branding This book situates city branding within different geographical contexts and ordinary cities demonstrated through a number of international case studies In order to map and contextualise the variety of urban imaginaries involved author Alberto Vanolo incorporates conceptual tools from cultural studies and the embrace of an explicitly post colonial perspective This critical analysis of current place branding strategy is an essential reference for the study of city marketing

National Brands and Global Markets Nikolas Glover, David M.

Higgins, 2023-02-02 Between Brexit efforts to Make America great again and ongoing appeals for patriotic consumption to boost economies the intersection between national identity marketing campaigns and consumer choices has been brought to the fore This book maps out this terrain and provides a framework for how research on Made in campaigns and programmes in individual countries can be placed into a broader historical context The book argues that the history of Made in can be used to shed light on society at large the actors that have promoted it the institutions that have regulated it and the cultural environments that have attributed it meaning At times Made in has been a basic descriptive trade mark while in other periods it has been a key component of carefully developed commercial brands and in yet other instances it has been used in attempts to forge and redefine national identities The book opens with an introduction to the three key factors which have featured prominently in Made in campaigns commercial logic national economic policy and its use as an instrument in political discourse and it provides an overview of the evolution of Made in from a marketing perspective This is followed by country specific discussions of Made in with case studies including countries in Western Europe the US Japan and the antipodes This book will be of significant interest to students and scholars of economic history business history and marketing Chapter 7 of this book is available for free in PDF format as Open Access from the individual product page at www.routledge.com It has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license

Brands and the City Sonia Bookman, 2017-12-14 From commercial retail environments to branded urban villages brands are now a salient feature of contemporary cityscapes and are deeply entwined in people's everyday lives Drawing on

extensive empirical material and recent theoretical developments in the sociology of brands this book explores the complex relationship between brands consumption and urban life Covering a range of brands and branding in the city from themed retail stores to branded cultural quarters it considers how brands provide new ways of mediating identities lifestyles and social relations At the same time the book reveals how brands are bound up with forms of socio spatial division and exclusion in the city defining what kinds of practices images or attitudes are acceptable in a particular place constituting cultural boundaries that keep certain people and activities out With attention throughout to the social and cultural implications of the presence of brands in urban space Brands and the City examines how people engage with brands and how brands shape urbanites experiences and sense of self society and space An extensive exploration of the processes through which brands are integrated into cities their effects on everyday experiences and their role in the policing and governance of urban space this book will appeal to scholars across the social sciences with interests in urban studies consumption and branding

Technology Brands in the Digital Economy Wioleta Kucharska, Ewa Lechman, 2023-03-10 This edited volume provides deep insight into theoretical and empirical evidence on how digital technologies and high tech brands are interrelated It traces the mutual links between these two phenomena identifies the multidimensionality of interdependencies and shows the reader how and why new technologies are the driving factors of creation and global dissemination of high tech brands In this context it also refers to various types of economic and social networks that on the one hand are the products of digital technologies while on the other enforce global visibility of high tech brands The book contributes to the present state of knowledge offering the reader broad evidence on how digital technologies impact the process of high tech brands nascence and how their growing role and global exposure influence networked economies and societies It sets out to deliver a bridge between brand management and economical approaches to understanding how digital technologies and high tech brands are interrelated This multidisciplinary approach creates a complex compilation of different views and perspectives that sheds new light on the high tech brands phenomena of being an input and output of technology driven economies Technology Brands in the Digital Economy is written for scholars and researchers from a wide variety of disciplines but especially for those addressing issues of brands and economic development and growth social development and the role of technological progress in broadly defined socio economic progress It will also be an invaluable source of knowledge for graduate and postgraduate students in a variety of areas such as economic and social development information and technology worldwide studies social policy and comparative economics

The SAGE Handbook of Cultural Sociology David Inglis, Anna-Mari Almila, 2016-05-09 Cultural sociology or the sociology of culture has grown from a minority interest in the 1970s to become one of the largest and most vibrant areas within sociology globally In The SAGE Handbook of Cultural Sociology a global range of experts explore the theory methodology and innovations that make up this ever expanding field The Handbook's 40 original chapters have been organised into five thematic sections Theoretical Paradigms Major Methodological Perspectives

Domains of Inquiry Cultural Sociology in Contexts Cultural Sociology and Other Analytical Approaches Both comprehensive and current The SAGE Handbook of Cultural Sociology will be an essential reference tool for both advanced students and scholars across sociology cultural studies and media studies Branding the Nation, the Place, the Product Ulrich Ermann, Klaus-Jürgen Hermanik, 2017-11-22 Branding is a profoundly geographical type of commodification process Many things become commodities that are compared and valued on markets around the globe Places such as cities or regions countries and nations attempt to acquire visibility through branding Geographical imaginations are evoked to brand goods and places as commodities in order to show or create connections and add value Yet not all that is branded was originally intended and created for markets This volume aims to broaden current understanding of branding through a series of contributions from geography history political studies cultural and media studies offering insight into how ordinary places objects and practices become commodities through branding In so doing the contributions also show how nation place and product as targets of branding can be seen as intertwined To discuss these forms of branding book chapters refer to states cities holiday destinations food malls movies dances post stamps and other items that serve as brands and or are branded The book will be of interest to students and scholars in geography sociology history cultural studies and business studies who would like to gain an understanding of the intricate and surprising ways in which things places and cultural practices become brands **U.C. Davis Law Review** University of California, Davis. School of Law, 2013 EBOOK Organisational Behaviour Steven McShane, Mara Olekalns, Alex Newman, Angela Martin, 2018-09-17 Organisational Behaviour 6e and its rich suite of digital educational resources leads the market in this exciting field Now in its sixth edition the engaging text has been developed to satisfy the evolving needs of learners and academics with its offerings of contemporary theory and research real world examples learning resources and visually stimulating design CONTEMPORARY AND INFORMED New and updated discussions of current theories and practice that encourage critical analysis Features that reinforce the text's Asia Pacific focus as well as its global orientation RELEVANT AND ENGAGING New OB Insight and OB Ethics features New and revised chapter opening vignettes New end of chapter and holistic case studies help students practise their diagnostic skills and apply OB concepts Updated OB by the Numbers features highlight interesting survey results ENABLES EFFECTIVE LEARNING Organisational Behaviour 6e is recognised for its up to date content presented in a clear focused accessible and thought provoking style that enables learners to link theories with real world practices **Best Practice Cases in Branding** Kevin Lane Keller, 2008 Strategic Brand Management Kevin Lane Keller, 2003 The twelve cases in this book written by Kevin Lane Keller one of the international leaders in the study of strategic brand management and integrated marketing communications feature some of the world's most successful brands and companies including Levi Strauss Co Intel Nike and DuPont Keller's cases examine the strategic brand management process best practice guidelines and how to best build and manage brand equity For executives and managers in marketing and or brand management **Geographica**

helvetica ,2011 **Adweek** ,2000-10 **Hospitality Directions** ,2000 **The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands** Amitava Chattopadhyay,Rajeev Batra,Aysegul Ozsomer,2012-05-18 Praise for THE NEW EMERGING MARKET MULTINATIONALS One of Strategy and Business s Best Business Books of the Year This book is a real eye opener It will forever change your assumptions about international economic competition and who the winners will be PHILIP KOTLER Kellogg School of Management and author of Winning at Innovation An insightful read essential for those wishing to understand the evolution and growth of emerging economy EMNCs and how they will reshape global market structures ANAND MAHINDRA Vice Chairman and Managing Director Mahindra Group India As this timely book so insightfully points out the rise of emerging market multinationals is shifting the global competitive landscape and forcing us to think hard about new growth strategy and talent equations A must read for business leaders responsible for navigating today s global environment MUHTAR KENT Chairman and Chief Executive Officer The Coca Cola Company This book offers an array of fascinating examples and an interesting framework for stimulating thinking about EMNCs strategic options PANKAJ GHEMAWAT IESE Business School and author of World 3 0 A must read The book is well researched and provides compelling case illustrations I highly recommend it W CHAN KIM Professor INSEAD Codirector INSEAD Blue Ocean Strategy Institute and bestselling author of Blue Ocean Strategy This is the future of global competition You need to understand it if you aspire to be a player or if global markets are now a part of your strategy DAVID A AAKER Vice Chairman Prophet and bestselling author of Brand Relevance This book gives a clear idea of the success formula of emerging market multinationals by showing practical insights based on a deep understanding of EMNCs This will help readers from any type of company structure their own growth strategies WONHONG CHO Executive Vice President and Chief Marketing Officer Hyundai Motor Company An excellent collection of ideas and examples that should inspire companies in emerging markets looking to build brands and markets anywhere BUSINESSWORLD About the Book LG HTC Tata Haier Lenovo Arcelik Natura From smartphones and computers to blue jeans and beer companies from China India Taiwan Mexico Turkey and other emerging markets are now winning leading market shares with their own branded high quality products rather than with poorly produced products sold under others brand names These emerging market multinational companies EMNCs are giving the incumbent market leaders of North America Western Europe and Japan a run for their money in the areas of innovation branding and marketing How have these small under resourced businesses come so far so quickly And what can you learn from their strategies and tactics Renowned experts in global branding and marketing the authors of The New Emerging Market Multinationals conducted an in depth study of 39 EMNCs to reveal the innovative compete from below strategies and tactics fueling these companies meteoric rise The authors identify four strategies driving this growth COST LEADERS leverage existing low cost structures and large scale volumes to extend their reach into developed markets KNOWLEDGE LEVERAGERS tap their existing resources and knowledge of home

consumers and the market to build branded businesses in other emerging markets NICHE CUSTOMIZERS combine their cost advantages in manufacturing with newly developed low cost R D capabilities to develop customized niche segment branded offerings in other emerging markets GLOBAL BRAND BUILDERS use their low cost manufacturing and R D capabilities to build branded businesses in developed markets but limit their focus to specific products and segments through a process of focused innovation Whether you run an EMNC or a developedmarket company deep knowledge of the strategies outlined here is an absolute necessity for competing effectively now and in the future Don t get caught off guard by the new kids on the block because today s EMNCs are determined to be tomorrow s market leaders **California Management Review** ,2011 **Branding Across Borders** James R. Gregory,Jack G. Wiechmann,2002 This title addresses how companies can effectively extend and manage their brand and their brand s value the brand being the name term symbol design or combination thereof that identifies a good or service and differentiates it in the marketplace within the global marketplace A key issue in global branding is overcoming cultural and language differences in the establishment and execution of a branding message in different world markets This challenge permeates all aspects of branding globally and impacts selecting which products services to offer in particular markets the methods of communicating about the brand finding employees contractors to handle the brand s management in different markets and measuring the effectiveness of the branding efforts *PowerBranding* Marty Brandt,1997 **Environment & Planning** ,2011

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