



Significado de la marca, El (Spanish Edition)

Mark Batey

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A través de las marcas los especialistas en marketing agregan significado a los productos y servicios, pero es el consumidor quien en última instancia determina su significado. Las fuentes del significado de la marca pueden ser muchas y variadas y son las vías a través de las cuales el significado se adhiere a las marcas. Las compañías intentan posicionar sus marcas en un lugar que no necesariamente es el mismo en el cual las perciben los consumidores.

El significado de la marca echa una mirada global y holística a la manera en que los consumidores encuentran y crean significado en las marcas. Inspecciona los elementos fundamentales conscientes e inconscientes que conectan a las personas con las marcas y con los productos. Cuestiona los conceptos tradicionales del marketing y propone un nuevo marco para el significado de marca. El libro recorre un terreno nuevo y fértil para comprender como las marcas pueden tanto asimilar como proporcionar significado. Los lectores entenderán mejor qué significa una marca, y cuál es el significado de las marcas.

Se pretende que este libro sea material suplementario para estudiantes, graduados y no graduados, de Brand Management en marketing, psicología del consumidor, publicidad y negocios.

Sitio web de este libro: www.brandmeaning.com

Mark Batey es licenciado en Ciencias del Lenguaje de la Universidad de Oxford, y a lo largo de su carrera profesional ha dirigido agencias internacionales de publicidad, además de trabajar en distintas regiones como el Reino Unido, Europa Central, América Latina y Estados Unidos. Entre sus clientes se encuentran Coca-Cola, Unilever, Nestlé y Kraft Foods.

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