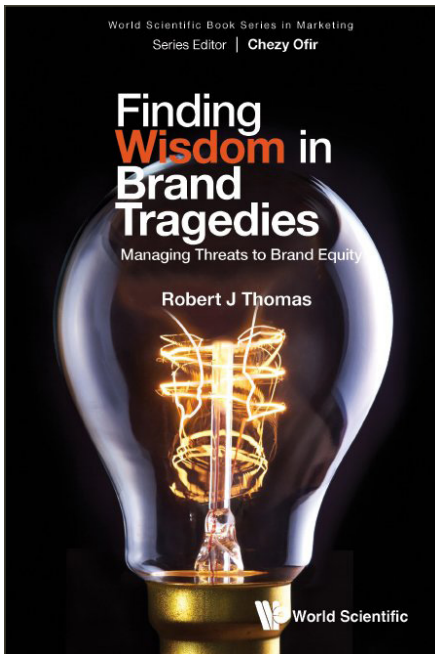


Finding Wisdom in Brand Tragedies

Managing Threats to Brand Equity



By Robert J Thomas
(Georgetown University, USA)

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ABOUT THE BOOK

Brands and branding have deep historical roots. Almost anything or anyone can be branded with a name or mark for commercial or other purposes. The act of branding initiates activities in a brand ecosystem among people and organizations who have a vested interest in the brand's value. Unfortunately, a brand may experience a tragedy that can put its value and equity at risk. Pundits will often conclude there is a primary reason for a specific brand's tragedy, however, studying the situation more deeply can reveal tragic flaws in response to brand-challenging experiences that enhance managerial wisdom.

The purpose of the book is to examine the backstories of a selection of relatively well-known brands that have experienced a tragedy. The objective is to inform how and why some brands survived and some did not. Doing so, may help leaders and managers of current brands avoid the miscues that lead to brand tragedies and possibly revive a brand when tragedy strikes. It is a book for those who need to improve their understanding of the vital importance of a brand for organizational success and who want to build and manage their brands to continuously improve value for customers, employees, shareholders, and the well-being of society. While there will be no one right approach or silver bullet to avert or ameliorate a specific tragedy, the better prepared leaders and managers are for a brand tragedy, the greater the likelihood of avoiding one and realizing an expedient and constructive outcome when one occurs.

READERSHIP

Academics, graduates and undergraduates specializing in Marketing, Brand Management and Brand Strategy; CEO's interested in their brand's success, CMO's (Chief Marketing Officers), Marketing Managers, Brand Managers, Product Managers, Marketing Communication Managers (MarCom) and Advertising Agency Personnel.

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ABOUT THE AUTHOR

Robert J Thomas is Emeritus Professor of Marketing at Georgetown University. At Georgetown he held numerous leadership positions, launched several new programs, and taught a diverse set of advanced courses in marketing. He received his doctorate in marketing from the Wharton School at the University of Pennsylvania after a BBA and MBA from the University of Miami (Herbert School of Business). He is a Distinguished Research Fellow at the Institute for the Study of Business Markets (ISBM).

Bob has over 50 publications in the areas of new product development, market segmentation, organizational buying behavior, business-to-business marketing, and forecasting. His book, *New Product Development: Managing and Forecasting for Strategic Success*, was a featured selection of the Fortune Book Club. His book *New Product Success Stories: Lessons From Leading Innovators* has been published in several languages.

Bob has designed and taught executive education seminars in the US, Europe, and Asia and has consulted with over 60 organizations in a wide variety of industries and cultures, including both consumer and business-to-business products and services.

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