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In the 1980s, corporate managers began to realize that brands have financial and strategic value, as well as emotional and cognitive associations. A brand can enhance itself over time, since it grows as its product or service grows. The product embodies the brand and becomes the main way that customers evaluate it.

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A brand, Kapferer argues, is not a product, but the product's essence, its meaning, and its direction. Strategic brand management starts with a holistic understanding of this gestalt rather than its component parts: the brand name, logo, design or packaging, and image.

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1) Brand positioning. The number 1 step in strategic brand management is to decide the brand positioning which the firm wants to achieve. This in itself is a humongous task. The marketer has to research the positioning of each brand in the industry and then find out differentiating factors.

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it has not only established a reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself. Using an array of international case studies, this book covers all the leading issues faced by brand strategists today, with both gravitas and intelligent insight.

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