

# Fundamentals of Branding

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**Author/Editors:** Erdis, C du Toit, M  
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## About this Publication:

The concept of branding, although not a new topic, is still a vitally important concept in marketing today. There is nothing more valuable than a well-known and trusted brand.

## **Contents Include:**

### **Chapter 1 Marketing and branding**

What is marketing?

Product

Price

Distribution

Promotion

Marketing activities

The marketing process

### **Chapter 2 The role and place of branding**

The definition of a brand

Evolution of branding

What can be branded?

Advantages of branding from the customer's perspective

Advantages of branding from the retailer's and manufacturer's perspectives

Criticisms of branding

Types of brands

Legal aspects of brands

### **Chapter 3 Elements of branding**

The various types of brand elements

Criteria for selecting brand elements

### **Chapter 4 Packaging the brand**

Consumer decision making

The feel of the brand

Packaging

Types of packaging

Considerations when designing packaging

### **Chapter 5 Positioning the brand**

What is brand positioning?

Reasons for positioning a brand

Identifying and establishing brand position

The positioning process

Guidelines for positioning a brand

### **Chapter 6 Planning, leveraging and extending a brand**

Importance of brand planning

Issues influencing brand potential

Leveraging secondary brand knowledge

Brand sponsorship

Manufacturer brands and private brands

Licensing

Brand extensions

### **Chapter 7 Evaluating your brand**

Analytics and metrics

Benefits of measuring a brand

Measuring branding

Managing brand measurement

### **Chapter 8 Practical branding**

Introduction

Summary

References

## **Of Interest and Benefit to:**

As an introduction to branding, Fundamentals of Branding provides students with an overview of the building blocks of branding, which include:

- the influence of branding on marketing decisions
- the role and place of branding in the organisation

- the various elements of branding
- packaging the brand
- positioning the brand
- planning, leveraging and extending the brand
- evaluating the brand

The book contains a chapter with real-life branding case studies which illustrates the practical application of the topics discussed in this book. This is a very useful resource for students who struggle to apply theory learned to real-life situations.