



Marketing Communications: A Brand Narrative Approach

By Micael Dahlen, Fredrik Lange, Terry Smith

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Marketing Communications: A Brand Narrative Approach is a mainstream, student-driven text which gives prominence to the driving force of all Marketing Communications: the imperative of Branding. The book aims to engage students in an entertaining, informative way, setting the conceptual mechanics of Marketing Communications in a contemporary, dynamic context. It includes key current trends such as:

1. **Brand narrative approach** - Cases such as *Dove*, *Harley-Davidson*, *Nike* and *World of War Craft* feature real-life, salient examples which are engaging for students and reflect the growth of co-authored brand 'stories' to help build and maintain brands by customer engagement through meaningful dialogues.
2. **Media neutral/multi-media approach** - This text has a sound exploration of online and offline synergy combining one-message delivery and multi-media exposures, through examples of companies and political campaigns using 'non-traditional' media to reach groups not locking into 'normal channels'.

This brand new text features an impressive mixture of real-life brand case studies underpinned with recent academic research and market place dynamics. The format is structured into three sections covering analysis, planning and implementation and control of Marketing Communications. Using full colour examples of brands, and student-friendly diagrams, the book acknowledges that the modern student learns visually as well as through text.

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Visit the companion website at www.wileyeurope.com/college/dahlen for a full range of Instructor and Student Resources including case teaching notes, PowerPoint slides, Test bank, video clips and interactive glossary.

"It is very up-to-date in terms of its commentary on new forms of alternative media and marketing opportunities that take advantage of technological breakthroughs and new user driven channels of communication. The case studies and examples that have been selected are very recent and are used extremely well to illustrate the respective topics and issues."

—**Dr Nik Mahon**, Senior Lecturer, Southampton Solent University, UK

"Some students asked recently 'When will the textbooks stop calling the internet 'new media'?' This text starts from the assumption that new media is what we are using today instead of considering it to be still an exciting new technology!"

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