



Brand Admiration: Building A Business People Love

By C. Whan Park, Deborah J. MacInnis, Andreas B. Eisingerich

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Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth.

The real power of *Brand Admiration* is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building, strengthening and leveraging brand admiration.

In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, *Brand Admiration* provides a coherent, cohesive approach to helping the brand stand the test of time.

A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

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Editorial Review

Review

"Park, MacInnis and Eisingerich provide a powerful yet immensely practical perspective on building and managing brand admiration. Solidly grounded in academic research, the book provides an array of actionable tools to curate and measure brand admiration for the short as well as long-term success of brands. This book is a must read for senior executives in businesses large and small, as well as for those who are directly involved in managing brand performance." *Baba Shiv, Sanwa Bank, Limited, Professor of Marketing, Stanford Graduate School of Business*

"Park, MacInnis and Eisingerich bring their wealth of experience and insight to offer a thorough, original and practical view of branding. Comprehensive, concise and highly actionable, their detailed development of the brand admiration concept is a virtual goldmine for thoughtful practitioners interested in improving the design, implementation and measurement of their branding strategies." *Kevin L. Keller, E.B. Osborn Professor of Marketing, Tuck School of Business, Dartmouth University. Former Executive Director of the Marketing Science Institute.*

"Finally, a book that evolves the discipline of branding with a fresh, comprehensive, and practical approach. This is a must-read for business leaders looking to build an enduring brand that will maximize the value of their company." *--Doreen Ida, former Division President and Marketing Executive at Nestle, USA.*

"The brand admiration model provides a compelling framework (the 3E's) for developing brands that enhance value to customers and company alike. Such brands connect with customers and meet goals contributing to their happiness by providing meaning, identity, and emotion. This is powerful stuff!" *James R. Bettman, Burlington Industries Professor, Fuqua School of Business, Duke University*

"This book constitutes a rich and insightful addition in the world of brand strategy as it pinpoints the ins and outs of how to build a beloved brand. Any one or any company committed in being an "Admired Brand", this one is required."- *Eui Sun Chung, Vice Chairman, Hyundai Motor Company*

"Savvy branders like Apple and Nike know that to win you need to go beyond functionality into emotionality. But how do you execute on making your brand human? Park, MacInnis and Eisingerich provide an easy-to-use roadmap grounded in rigorous consumer psychology research. Their Enable, Entice, Enrich framework is logical, intuitive, and timely. This book gives you the conceptual tools to create and sustain brands that are admired." *Rohit Deshpandé, Sebastian S. Kresge Professor of Marketing*

Harvard Business School, Former Executive Director of the Marketing Science Institute

"There is much to admire about *Brand Admiration*! The authors present a cutting-edge framework practitioners can use to build valuable brands that consumers trust, love, and respect." *Deborah Roedder-John, Professor, Curtis L. Carlson Chair in Marketing, Carlson School of Business, University of Minnesota.*

"Brands are social evaluations of organisational vitality. Every leader is looking for ways to enhance their brand and reputation in crowded chatter. Park, MacInnis, and Eisingerich offer a practical, research-driven toolbox that unlocks a truly insightful and innovative approach to branding. Must read!" *Gerry George, current Dean and Professor of Innovation and Entrepreneurship Singapore Management University. Editor, Academy of Management Journal*

"This book beautifully solidifies why experiential marketing is one of three essential elements that contribute to making a brand admired. The breakthrough integrative framework brilliantly conveys the key issues brand managers must consider when growing their brands." *Bernd Schmitt, Robert D. Calkins Professor of International Business, Marketing at Columbia University and Faculty Director of Center on Global Brand Leadership*

From the Inside Flap

Think about a few well-known brands like Nike, Apple, Disney, Google, and Salesforce. What do they have in common? They're well-known brands with good products or services . . . and they are admired. Brand Admiration gives you a versatile and dependable system for solving customers' problems in a way that makes them feel em-powered, gratified, and inspired. They, thus, develop a personal connection to your brand and think of it first.

The short-term sprint tactics you used to hit all your fourth-quarter goals won't necessarily fuel next quarter's results, unless you take an overarching perspective on the vital goals of brand management and actively set out to achieve them. Inside, a luminous authorial team with broad experience in academia and practice lays out a detailed road map for building, strengthening, and leveraging brand admiration in specific ways to produce value to customers and companies over the long term. The highly innovative framework draws on decades of expert research on fundamental human needs, goals, emotions, and motivations, as well as empirical instances of the findings driving brand admiration. It's never too early or too late to position your brand to attract customers' love, trust, and respect. As you'll see in the vivid and plentiful examples from actual companies throughout the book, it's well within your reach to satisfy short-term goals and build on them to craft, strengthen, and leverage brand equity. All the insight and tools you need to generate and track the value of a brand are inside, including:

- Broad applicability across companies and industries to produce exponential appeal for a brand by continuously working to enable, entice, and enrich customers
- Innovative ways to approach brand architecture design, including how businesses and products within a firm's portfolio can be branded to deliver the maximum benefit to profits, asset building, and the overall organizational benefits
- An original, easy-to-use metric to measure brand equity and a set of dashboard metrics to diagnose what

is—and isn't—driving successful brand performance

Complete guidance takes you through bringing your brand value to market by going in-depth into the dos and don'ts of building, strengthening, and leveraging an admired brand. Brand Admiration is the formula to customer admiration that generates continuous profit and growth.

From the Back Cover

PRAISE FOR BRAND ADMIRATION

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—**JAMES R. BETTMAN**, Burlington Industries Professor, Fuqua School of Business, Duke University

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—**KEVIN L. KELLER**, E.B. Osborn Professor of Marketing, Tuck School of Business, Dartmouth University, and former executive director of the Marketing Science Institute

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—**EUI SUN CHUNG**, vice chairman, Hyundai Motor Company

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—**BABA SHIV**, Sanwa Bank, Limited, and Professor of Marketing, Stanford Graduate School of Business

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—**DOREEN IDA**, former division president and marketing director at Nestl USA

Users Review

From reader reviews:

Elizabeth Rodrigues:

The book Brand Admiration: Building A Business People Love give you a sense of feeling enjoy for your spare time. You need to use to make your capable considerably more increase. Book can being your best friend when you getting anxiety or having big problem with your subject. If you can make looking at a book Brand Admiration: Building A Business People Love to become your habit, you can get much more advantages, like add your personal capable, increase your knowledge about several or all subjects. You can know everything if you like start and read a e-book Brand Admiration: Building A Business People Love.

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Dan Hanner:

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Martin Norwood:

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Shirley Drago:

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