



# Libyan International Medical University Faculty of Business Administration



## The New Strategic Brand Management: Advanced Insights and Strategic Thinking by Jean-Noël Kapferer

### Book Summery

Course: Brand management  
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## About the Author:

- ▶ The world expert on brands is Jean-Noël Kapferer. Having a PhD from Northwestern University, he is a professor of marketing strategy from HEC Management School in France. He is an active adviser to many European, American and Asian companies and author of six books, including *Reinventing the Brand*, on branding, advertising and communication.



# Introduction

- This book describes and explains the latest technology used by international companies and covers all the major questions faced today by brand strategists.
- The book reveals new ideas on a number of subjects, including brand architecture and diversity strategies; market-based solutions and positioning in private label and brand environment, with gravitational force as well as with intelligent insight.

# The Brand as a Contract

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- Brands have symbolized modern societies, nations and even religions for better or worse.
- With brands more prominent, they are known as tangible assets that improve the value of the company and advantage a business as a whole.
- Therefore, companies should manage their brands in the same way as others.

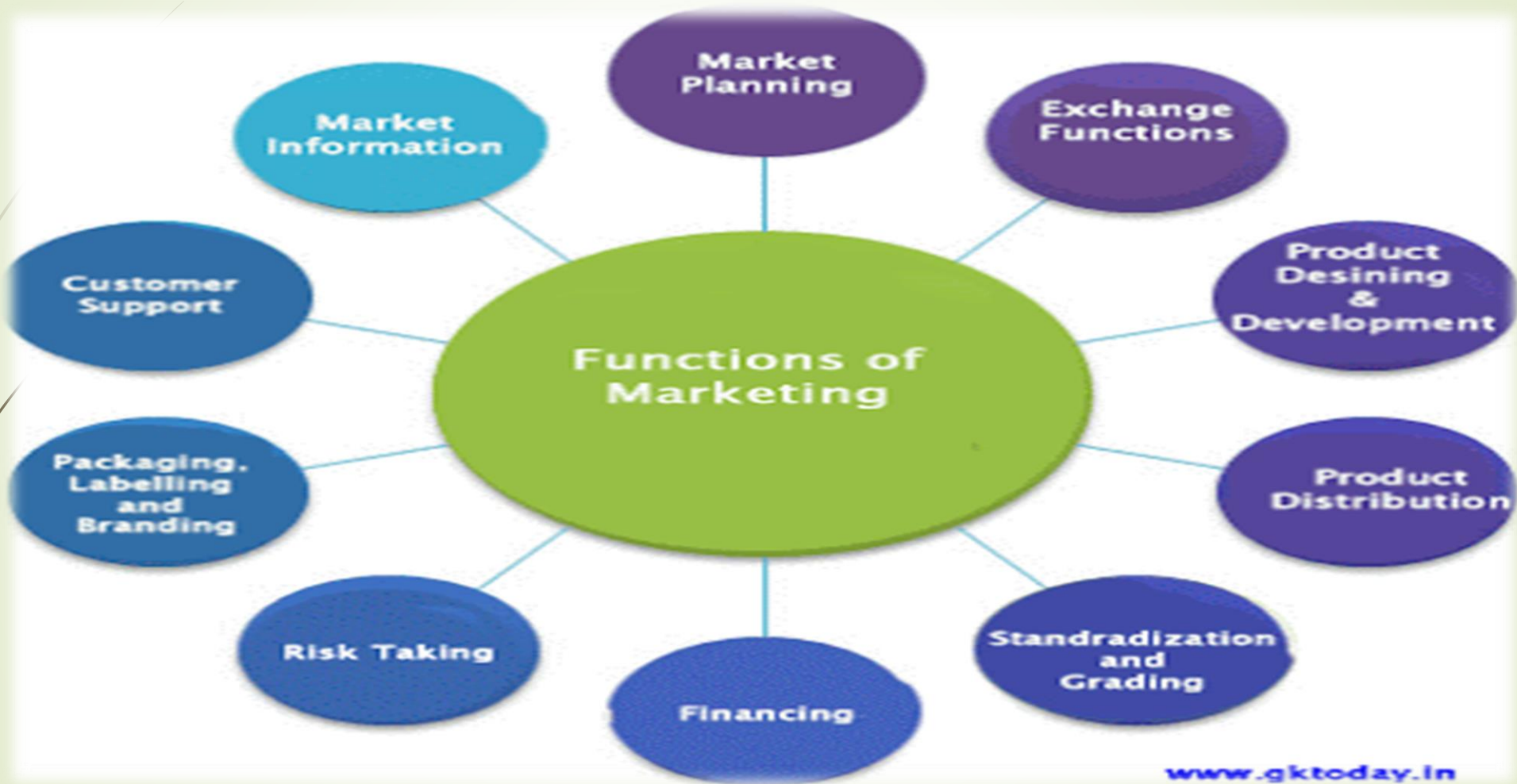
## A Brand's Ability to Produce Profits Stems from Three Components:

- **Brand asset** – Intellectual property, awareness, reputation and imaging are assets.
- **Brand strength** – a brand's strength will be measured by its market share, leadership, insight, loyalty, growth, and extra price.
- **Brand value** - brand value is derived from the classic principle as a net discounted cash flow after production, marketing and transactions have been deducted.

# Brand Building

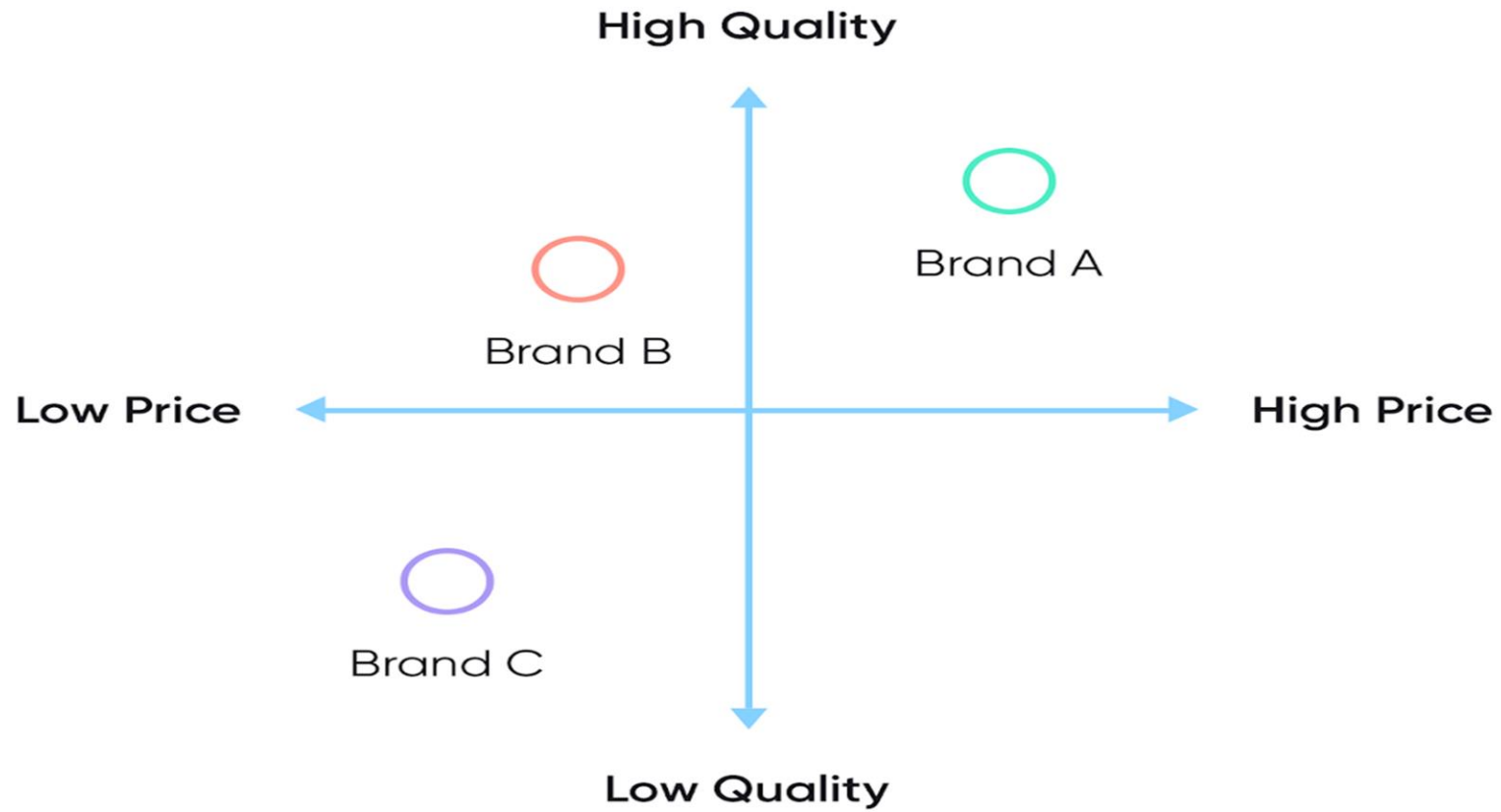
- Brands are a way to build a company, but a brand is not an end outcome.
- Excellent brands are the product of successful companies.
- Brands and companies can be built simultaneously under the correct circumstances.

# Modern Markets





# Brand Positioning



# Luxury's Limits

Different challenges facing luxury brands than commodities. They must keep their product:

- Quality
- Be creative
- Keep their image
- Strengthen the spirit of their company
- Always be reinvented when more people consume their products

# Extending the Brand

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## Growth strategies

	Current Products	New Products
Current Market	Market Penetration Strategy	Product Development Strategy
New Market	Market Development Strategy	Diversification Strategy

# Conclusion

- In conclusion, brand management teaches you how to solve problems through learning analytical tools, check all aspects and discover the core approach of the brand.
- It can help you through research to see things from different angles and clarify your mind.
- In addition, it can bring more different learning in various cultures.

ANY  
QUESTIONS

