



Creating Powerful Brands

Leslie de Chernatony, Malcolm McDonald

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This is the third edition of one of world's most respected and successful books on branding. Written by an internationally acclaimed branding expert and author of **From Brand Vision to Brand Evaluation**, it has been comprehensively revised and updated with a raft of new cases and examples.

The book gives the professional and the student a deep understanding of the functioning and management of the modern brand and contains:

- * Powerful analysis of new areas such as e-branding and e-marketing
- * A completely new set of advertising and brand images to illustrate key points
- * A powerful analysis of the key drivers of brand value

There can be no doubt that the power of brands in the international marketplace is still growing, and that **Creating Powerful Brands**, third edition, can explain both why and how they work.

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