



Brand Meaning: Meaning, Myth and Mystique in Today's Brands

Mark Batey

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This second edition of *Brand Meaning* lays out new territory for the understanding of how brands both acquire and provide meaning. The author draws on his experience with leading international companies to propose a compelling framework for the conscious and unconscious ways in which people connect with products and brands. Revised and updated, it contains contemporary as well as classic examples of brand meaning in practice from various countries, and expands on the theory, methods and applications of brand meaning. The book's multidisciplinary approach and concise yet comprehensive content makes it an ideal supplemental reader for undergraduate, graduate, and MBA courses, as well as valuable reading for practitioners in the fields of marketing, advertising and consumer research.

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