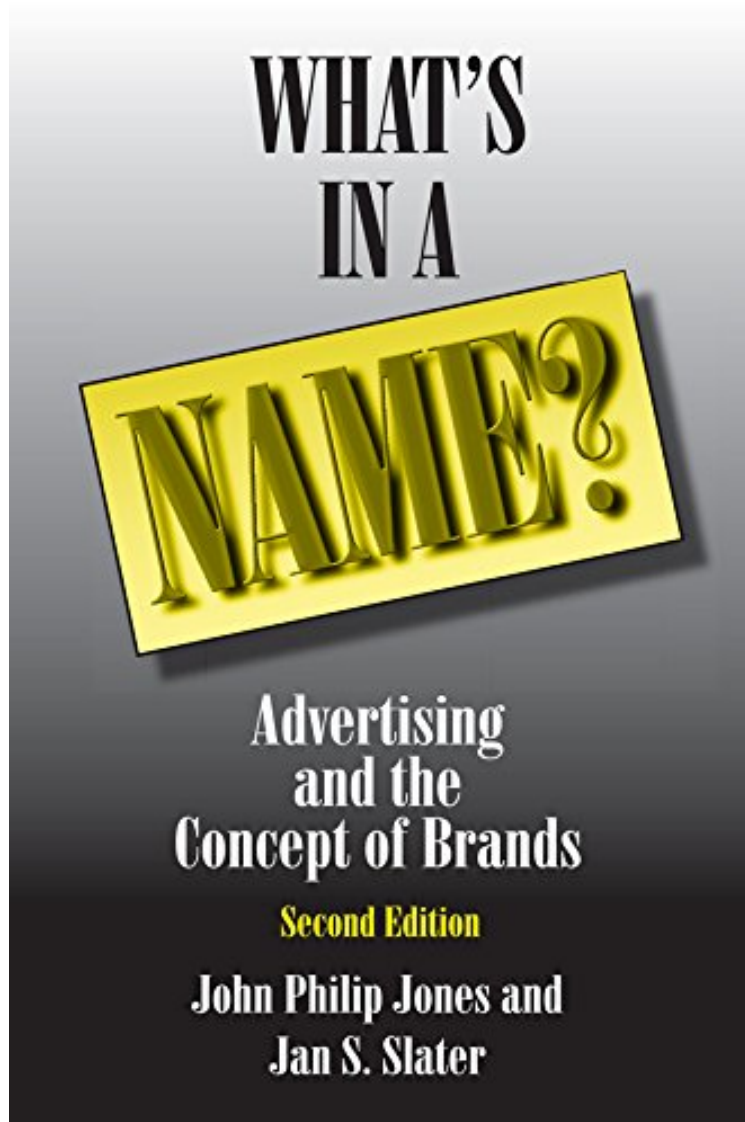


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What's in a Name?: Advertising and the Concept of Brands

David M Jones, Jan S. Slater
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1 of 1 people found the following review helpful. Great foundation for anyone interested in marketing/media measurementBy Krishna RamaswamyGreat foundation for anyone interested in marketing/media measurement. The ideas may be from 30+ years ago, but most still apply to the current marketplace.

This is a completely rewritten and updated version of one of the true classic books in the field of marketing and

advertising. *What's in a Name? Advertising and the Concept of Brands* analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building, and maintaining strong brands - the lifeblood of any long-term marketing campaign. The work is empirically based and is supported by the best research from both the professional and academic fields. The authors describe the birth and maturity of brands and dissect the patterns of consumer purchasing of repeat-purchase goods. In addition to all new research findings and examples, this new edition of *What's in a Name?* includes first time coverage of the short-term, medium-term, and long-term effects of advertising on sales of brands. The book concludes with new recommendations on how to develop and disseminate better advertising.