



Auto Brand: Building Successful Car Brands for the Future (Paperback)

By Anders Parment

Kogan Page Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.The car - once everybody's dream and a key status symbol in most countries and cultures - has been extensively questioned in the last decades and in the last few years particularly. Urbanisation, traffic congestion, pollution problems, heavy reliance on scarce oil supplies, safety issues and ever-growing competition, have all provided significant business challenges for the automotive industry. Many car manufacturers have had to fundamentally rethink their design, brand and marketing strategies to thrive in a savvy, consumer-led culture, and markets that are becoming increasingly restrictive in size and opportunity. Auto Brand provides a roadmap to branding and marketing success in the automotive industry from a leading industry expert and features: case studies on major car brands personally conducted by the author including: Audi, BMW, Holden, Mercedes-Benz, Opel, Porsche, Saab, Seat, Skoda, Vauxhall, Volkswagen, and Volvo; the findings from 100 interviews conducted with CEOs, marketing managers, sales managers, sales people, after sales managers at all levels from the manufacturer level to small rural dealers, as well as industry experts, policy makers, free-stranding repair shops and...



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This kind of book is every little thing and taught me to look ahead of time and a lot more. I am quite late in starting reading this one, but better than never. I found out this book from my dad and I encouraged this pdf to find out.

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