

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

By 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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Editorial Review

Review
"Mark Batey offers an incredibly comprehensive and perceptive examination of the critical subject of brand meaning that illuminates, inspires and amply rewards the reader for every minute spent."

-Kevin Lane Keller, E.B. Osborn Professor of Marketing, Tuck School of Business

"Today, gone are the oversimplifying concepts of brand positioning or brand as a sum of attributes. Rather, brands are to be managed as a kernel of meanings. This is the essential contribution of this excellent book"

-Jean-Noël Kapferer, internationally renowned expert on branding and professor at HEC Paris

"A valuable resource for all who study or manage brands."

-John Quelch, Charles Edward Wilson Professor of Business Administration at Harvard Business School

"From metrics to myth, I don't know of a better book on this subject."

-Michael Burke, Chairman and CEO, Louis Vuitton

"This book offers timely insights as people demand meaningful brands that can become a part of their lives by delivering real personal, social and environmental benefit - helping them to stand up for what they believe in and defend what’s important to them."

-Paul Polman, CEO, Unilever

"This second edition of Batey’s original book offers a perfect blend of the theory and practice of brand meaning. It includes a wealth of insightful examples. Highly recommended."

-Bernd Schmitt, Professor, Columbia Business School

"Batey’s new book provides brand meaning theory and best practice, but above all it influences its readers with inspiration; inspiration about best brands, their story and perception. An absolute must read for professional and personal enrichment."

Gonzalo Brujó, CEO, EMEA & LatAm, Interbrand

About the Author

Mark Batey has spent his career working with leading international advertising agencies, and as an independent brand consultant. He is also a visiting professor at various business schools and universities. He has lived and worked in areas as diverse as the United Kingdom, Central Europe, Latin America and the United States. He has advised companies including Coca-Cola, Unilever, Nestlé, Kraft Foods, Mondeléz International and SABMiller.

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