



The Libyan International Medical University
Faculty of Business Administration



Brand management

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Contents

- Introduction
- Definition of brand management
- Brand image
- Brand equity
- Brand management theories
- Conclusion

Introduction

"A brand is not a name. A brand is not a positioning statement. It is not a marketing message. It is a promise made by a company to its customers and supported by that company."

Sterne (1999)

Definition of brand management

- It is the process of improving, maintaining a particular brand.
- A procedure includes each part, bit and representative of the organization to catch the genuine substance of the brand.



Essays, UK (2013)

Brand image

- It is the view of clients about a specific brand, an image of any brand will be created generally after some time
- Companies should push themselves to the limit to make the brand image one of a kind, positive and instant



Ahsan (2018)

Brand equity

- Having brand value implies that an organization has effectively separated itself from its rivals here and there.
- It is commonly simpler for organizations with solid branding to expand into various product lines



White, R (2020)

Brand management theories



1. Theory of Brand Loyalty

- According to this theory, the positive behavior of a consumer towards a brand has three different aspects: Emotional attachment, Brand evaluation, and Behavioral aspect.
- The first aspect relates to the emotional attachment of customer with the brand. That is, how much he likes or dislikes a product.
- If this is positive, he will always be inclined to buy this product and will never go to even check other companies' products.

Oakly (2013)

Brand management theories



2. The Value-based brand Theory:

- This theory clarifies that the value-based brands are expected to fabricate long term customer value.
- The achievement all relies on the worth which the brand conveys to the clients.
- It says a brand's life blood is the customer, nothing else.

Oakly (2013)

Conclusion

- Brand is considered, as the essential capital in numerous businesses.
- The theory of brand loyalty explains the relationship of customers' psychology with the brand of a company.
- Lastly, a brand needs to build trust. To look, feel and offer the same things time after time.

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*Thank you for
the attention*

2103