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Consumer Brand Relationships: Meaning, Measuring, Managing

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From the co-editor of the book *Consumer-Brand Relationships: Theory and Practice* (2012), which provided the foundations of brand relationships, the aim of *Consumer Brand Relationships: Meaning, Measuring, Managing* is to advance our understanding of consumers' relationships with brands by focusing on three key questions: first, *why* are brand relationships important for companies and what do they mean for companies and consumers? Second, *how* can companies measure these relationships and how they contribute to financial success? Finally, *what* can companies do to manage these relationships over time and space? Leading experts from all over the world contribute with eleven chapters to this volume. The first part of the book discusses brand trust, brand identification, brand love, brand commitment, brand defense, brand advocacy, and the brand love life cycle and brand love over time. The second part focuses on how personality and social groups affect brand relationships, including how interpersonal relationships influence brand relationships and how different consumer segments such as children and fans relate to brands. The last part of the book focuses on how to measure and how to manage brand relationships by introducing a new framework for consumer brand relationships. The last two chapters examine the 'Brand Equity Relationship Assessment' (BERA) platform and how it delivers real-time assessment of 'brand love' for 4,000 brands across 200 categories.

Consumer Brand Relationships: Meaning, Measuring, Managing provides academics, researchers, and students, as well as marketing and branding managers a set of insights into *why*, *how*, and *what* companies should do to build, measure, and manage brand relationships.

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