



Estensione di marca e successo dell'innovazione di mercato.

By Cassia, Fabio

LED, 2007. Book Condition: new. Milano, 2007; br., pp. 140, cm 15,5x22. (Studi e Ricerche). SOMMARIO: Prefazione. 1. La marca come strumento per la gestione delle relazioni impresamercato: 1.1 L'impresa sistema vitale, la marca ed il sistema di consumo - 1.2 La natura dinamica della marca. 2. La marca nel contesto dell'innovazione di mercato: 2.1 Le interazioni tra le fonti dell'innovazione di mercato: tecnologia e simbolismo -2.2 Le funzioni della marca nell'ambito dei processi di adozione e di diffusione dell'innovazione di mercato. 3. Estensione di marca o marca nuova a supporto dell'innovazione di prodotto? Una panoramica sullo stato dell'arte: 3.1 Il concetto di estensione di marca - 3.2 I principali contributi della Letteratura sull'estensione - 3.2.1 Gli effetti diretti della brand extension - 3.2.2 Gli effetti indiretti della brand extension - 3.2.3 Ulteriori direttrici di ricerca - 3.2.4 Alcuni commenti conclusivi - 3.3 La decisione di costruire una nuova marca - 3.4 Tra teoria e pratica: alcune riflessioni complessive sul significato dell'estensione. Appendice 1: cronologia degli articoli internazionali sull'estensione di marca dal 1987 ad oggi. 4. Case studies: presentazione, analisi e discussione: 4.1 Obiettivi dello studio e premesse metodologiche - 4.2 I Casi - 4.2.1 Caso 1: Burn e...



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