

## CHAPTER FOUR

# IMAGE AND BRAND MANAGEMENT

### LEARNING OBJECTIVES

Having completed this chapter you should be able to:

- Recognize the importance of brands in the marketing communications process.
- Understand the factors and characteristics that contribute to the development of brands
- Recognize the importance of branding to both the supplier and the consumer.
- Understand the theory behind brand naming, brand extension and multi-brand strategies and comprehend the importance of brand equity in the management of brands
- Understand the importance of brand-associations to the building of brand image and personality
- Recognize the part played by positioning in successful brand management.