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the value of a brand is acknowledged only when a consumer is happy and satisfied using it hence recognition and praise enhance the brand value or brand equity of a product and makes a product a brand therefore brand equity becomes a precedence for any product to become a brand this book delves onto the concepts and theories of brand equity and how it forms an integral part of any product becoming a success the book skillfully explains fundamental concepts of brand equity and its importance in product services marketing in the indian context divided into four parts part 1 of the book begins by explaining the meaning of branding and brand equity part 2 then focuses on various components of brand equity part 3 educates the readers students on how to measure brand equity of a product or a brand part 4 concludes by elaborating on ways and means to enhance brand equity of any product this book is designed for the postgraduate degree and pg diploma students of management specializing in marketing and brand management the book will be equally useful for practising product brand managers

this book constitutes the refereed proceedings of the third international conference on trust management itrust 2005 held in paris france in may 2005 the 21 revised full papers and 4 revised short papers presented together with 2 keynote papers and 7 trust management tool and systems demonstration reports were carefully reviewed and selected from 71 papers submitted besides technical issues in distributed computing and open systems topics from law social sciences business and psychology are addressed in order to develop a deeper and more comprehensive understanding of current aspects and challenges in the area of trust management in dynamic open

systems

this edited volume makes a unique and timely contribution by exploring in depth the topic of strategic communication and covid 19 from a global perspective it is widely agreed that effective and timely communication and leadership are crucial to the successful management of any pandemic with the ongoing and possibly long lasting impact covid 19 has had on many aspects of communication and multiple sectors of our societies it is critical to explore the role of strategic communication in change management during the covid 19 pandemic and beyond this book addresses such a need and is thoroughly grounded in rich empirical evidence gained through a global study of covid 19 communication experiences and strategies in the second half of 2020 a transnational team of senior researchers conducted research to investigate covid 19 communications com covid 19 in different countries representing europe africa latin america north america south america and asia the results presented in this book provide a compelling current picture of the covid 19 pandemic and strategic communication globally chapters individually explore the national and regional experiences and discuss relevant successes and failures of pandemic communication and specific learning from the 2020 2021 crises by emphasising the discussion on key communication channels sources of information facts and concerns as related to the covid 19 pandemic the editors call for actions to develop effective strategies within unique national contexts which can shed light on global expectations on necessary public health responses and communication this book is written for scholars educators and professionals in communication public relations strategic communication and corporate communication it is also appropriate to use this book as a supplementary text for advanced undergraduate and graduate courses on relevant courses

this professional services edition of time to rethink trust is written specifically for client facing professionals and their teams rethink your misconceptions of trust and build more and better trust with clients based on the revolutionary six buckets of trust methodology discover how to fill your six buckets of trust with many practical day to day examples and experience the effect this will

have on your success the time to rethink trust professional services edition is a distillation of more than 15 years of global trust consulting and training experience with professional services firms corporates nfps and governments the author stefan grafe developed the six buckets of trust methodology with psychologist barbara groahsgart and the late professor wilhelm salber stefan is the ceo and founder of mext the consultancy that creates client opportunities in brand experience culture sales and leadership based on the key driver of human behaviour trust

the bbc and nhk have dominated their national media systems since the 1920s and still play a central role in shaping political social and cultural life both are highly trusted news organizations and vitally influence national identity yet despite remarkably similar organizational and funding structures they differ in their editorial autonomy relationship to the state and in the social and cultural roles they play while the bbc proud of its independence acts as a watchdog on the powerful nhk prefers a guide dog role cooperating with rather than confronting political elites the bbc is also more willing to challenge prevailing social norms often serving as an agent of social change nhk prefers to avoid controversy serving as an agent of social stability the book argues that these differences were shaped by decades of conflict and cooperation between broadcasters governments commercial media interest groups and audiences the broadcasters adopted distinctive editorial strategies to retain public support and elite approval in the face of technological upheaval hostility from commercial rivals and continuous political interference both however continue to uphold the belief that democratic and social goals are better served by public rather than commercial media

nathan salmon presents a selection of his essays from the early 1980s to 2006 on a set of closely connected topics central to analytic philosophy the book is divided into four thematic sections the first contains six essays on the theme of direct reference and associated issues regarding names and descriptions demonstratives and reflexivity the four essays in the second section under the heading of apriority concern particular consequences of millianism with respect to the semantic epistemological status of certain special kinds of sentences the five essays in the third section

develop salmon's project of reconciling millianism with a host of problems posed by locutions of propositional attitude especially by attributions of belief the volume concludes with four essays about the distinction between meaning and use or more generally the distinction between semantics and pragmatics

presents information on how to analyze risks to your networks and the steps needed to select and deploy the appropriate countermeasures to reduce your exposure to physical and network threats also imparts the skills and knowledge needed to identify and counter some fundamental security risks and requirements including internet security threats and measures audit trails ip sniffing spoofing etc and how to implement security policies and procedures in addition this book covers security and network design with respect to particular vulnerabilities and threats it also covers risk assessment and mitigation and auditing and testing of security systems as well as application standards and technologies required to build secure vpns configure client software and server operating systems ipsec enabled routers firewalls and ssl clients this comprehensive book will provide essential knowledge and skills needed to select design and deploy a public key infrastructure pki to secure existing and future applications chapters contributed by leaders in the field cover theory and practice of computer security technology allowing the reader to develop a new level of technical expertise comprehensive and up to date coverage of security issues facilitates learning and allows the reader to remain current and fully informed from multiple viewpoints presents methods of analysis and problem solving techniques enhancing the reader's grasp of the material and ability to implement practical solutions

packed with cultural company and country examples that help explain the paradoxes international marketers are likely to encounter global marketing and advertising by marieke de mooij offers a mix of theory and practical applications as it covers globalization global branding strategies classification models of culture and the consequences of culture for all aspects of marketing communications

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