



Nike Brand Guide 2015

RM Cervero



Nike Brand Guide 2015:

Research Handbook on Brand Co-Creation Markovic, Stefan, Gyrd-Jones, Richard, von Wallpach, Sylvia, Lindgreen, Adam, 2022-03-10 Bringing together different theoretical perspectives on brand co creation and discussing their practical applicability and ethical implications this Research Handbook explores emerging notions of brand construction which view brands as co created through collaborative efforts between multiple stakeholders *Fashion Management* Rosemary Varley, Ana Roncha, Natascha Radclyffe-Thomas, Liz Gee, 2024-11-14 The 2nd edition of this market leading text solidifies the book's place as the go to guide for students studying the business of fashion With its truly international approach and host of pedagogical features including abstracts from key Bloomsbury Fashion Business Cases in each chapter it is the perfect resource for getting to grips with the breadth of issues and concerns facing fashion organizations today Covering prominent brands such as Prada Glossier Nike and ASOS as well as SMEs like Elvis and Kresse this text not only prepares readers for academic success but also for the diversity of the real world fashion industry The 2nd edition of *Fashion Management* includes A new chapter on Managing Routes to Fashion Markets reflecting the growing precedence of digitalization and omnichannel retailing in the contemporary fashion industry A new chapter on Fashion Law highlighting the importance of recognizing and responding to legal issues such as intellectual property law data protection consumer law and influencer culture Substantial new material on ethics sustainability and Corporate Social Responsibility CSR an understanding of which is vital as calls for transparency in the fashion industry continue to grow This is an ideal textbook for those studying on undergraduate and postgraduate degree courses in fashion management and fashion marketing The book is also an important supplementary resource for courses in marketing retailing and business studies **106** Mr. Rohit Manglik, 2024-03-24 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels

Reconstructing Identity Nicholas Monk, Mia Lindgren, Sarah McDonald, Sarah Pasfield-Neofitou, 2017-07-31 This book examines the notion of identity through a multitude of interdisciplinary approaches It collects current thinking from international scholars spanning philosophy history science cultural studies media translation performance and marketing each with an outlook informed by their own subject and a mission to reflect on a theme that is greater than the sum of its parts This project was born out of a dynamic international and interdisciplinary pedagogical experience While by no means a teaching guide or textbook the authors experience of sharing the module with their students reinforced the fluidity and elusiveness of identity and its persistent facility to escape disciplinary classification Identity as a subject for analysis and discussion and as a lived reality for all of us has never been more complex and multi faceted Each chapter of this singular collection provides a lens through which the concept of identity can be viewed and as the book progresses it moves from

ideas based in disciplinary contexts biology psychiatry philosophy to those developed in multi and inter disciplinary contexts such as area studies feminism and queer studies

Fashion & Music Jochen Strähle, 2017-08-10 This book will broaden readers understanding of the links between the music and fashion industries It highlights the challenges currently facing the fashion industry in terms of hyper competition definition of ever faster trends changing consumer demands etc In fact the fashion industry is heavily influenced by the digital revolution in the music industry which has changed the face of individual music consumption and social reference and therefore also has impacts on fashion consumption and social reference This understanding is crucial in order to realign any fashion company s strategies to the demands of modern fashion consumers In terms of content the book first discusses the social perspective of fashion and music This includes an analysis of music as a key influencer of fashion trends both theoretically and on the basis of a case study on grunge music Then the role of music in the fashion business is addressed and covers in store music and the role of music in fashion communication Following up the role of fashion in the music business is analyzed This includes the trend of co design of fashion collections music artists role of differentiation by style and the market for music fashion merchandise articles both theoretically and drawing on a case study In closing potential lessons learned from the music industry are developed for the fashion industry This includes an analysis of the digital revolution and the advent of the crowdfunding idea both theoretically and in a case study

The Routledge Companion to Corporate Branding Oriol Iglesias, Nicholas Ind, Majken Schultz, 2022-04-28 This companion is a prestige reference work that offers students and researchers a comprehensive overview of the emerging co created multi stakeholder and sustainable approach to corporate brand management representing a paradigm shift in the literature The volume contains 30 chapters organised into 6 thematic sections The first section is an introductory one which underscores the evolution of brand management thinking over time presenting the corporate brand management field introducing the current debates in the literature and discussing the key dimensions of the emerging corporate brand management paradigm The next five sections focus in turn on one of the key dimensions that characterize the emerging approach to corporate brand management co creation sustainability polysemic corporate narratives transformation history and future and corporate culture Every chapter provides a deep reflection on current knowledge highlighting the most relevant debates and tensions and offers a roadmap for future research avenues The final chapter of each section is a commentary on the section written by a senior leading scholar in the corporate brand management field This wide ranging reference work is primarily for students scholars and researchers in management marketing and brand management offering a single repository on the current state of knowledge current debates and relevant literature Written by an international selection of leading authors from the USA Europe Asia Africa and Australia it provides a balanced authoritative overview of the field and convenient access to an emerging perspective on corporate brand management

Strategic Brand Storytelling Adam J. Mills, 2025-02-12 In a world where the power of a brand is etched through stories this book emerges as a critical exploration into the essence and

impact of narrative in branding It delves into the strategic dimensions of brand storytelling and presents a comprehensive journey from the foundational theories to the practical implications of storytelling in marketing Readers will explore how brands leverage stories to forge deep connections evoke emotions and differentiate themselves in a cluttered marketplace Through a series of insightful contributions this book examines the architecture of brand stories investigates their role in guiding marketing strategy and discusses their impact on stakeholder engagement This volume is an invaluable resource for marketing professionals brand managers and scholars offering both a deeper theoretical understanding and practical frameworks to harness the transformative power of storytelling in strategic brand management The chapters in this book were originally published as a special issue of Journal of Strategic Marketing *Nike's Global Business Management* Armstrong Odiwuor, 2022-06-15 Essay from the year 2022 in the subject Business economics Miscellaneous grade A course BDM 1242 language English abstract Nike Inc is the former Blue Ribbon Sports an American sportswear organization whose headquarters are in Beaverton Oregon The company was first founded in 1964 by Bill Bowerman a coach in track and field at the University of Oregon together with Phil Knight his former student It opened its first retail outlet in 1966 while the first Nike shoe was launched in 1972 In 1978 it was rebranded Nike Inc By the end of the 20th century Nike had established shops and distributors in at least 170 countries Additionally Nike's logo which is a curved mark known as the swoosh is recognized the world over Since the late 1980s the company has steadily expanded business and diversified various product lines through acquisitions of companies such as Cole Haan Converse Inc sports equipment producer Canstar sports Inc and athletics apparel and equipment firm Umbro EBOOK: Principles and Practice of Marketing, 9e David Jobber, Fiona Ellis-Chadwick, 2019-08-01 EBOOK Principles and Practice of Marketing 9e **Innovators Unleashed: Strategies for Industry Domination** Gaurav Garg, 2023-07-28 In an increasingly complex and fast changing business environment strategy is vital to outmaneuver competitors and lead organizations forward This book presents 36 compelling case studies spanning diverse companies across industries geographies and business models Real world examples bring strategy principles to life how visionary leaders anticipated change set bold directions and built capabilities to deliver results From turnarounds at Starbucks and Adidas to global expansion by Indian motorcycle maker Bajaj Auto these 35 cases illustrate how strategy must align with specific organizational contexts While drawing upon core principles there is no one size fits all approach only creative application and adaption Case contexts range from startups like Airbnb to incumbents like IBM reshaping themselves for the future Industries profiled include tech giants Microsoft and Apple consumer firms Nike and Reliance Jio entertainment powerhouses Netflix and Disney and manufacturing leaders Amul and Tesla Each chapter follows a structured analysis of strategic context key choices execution and impact The rich learning journey equips readers with frameworks and judgment to formulate strategy tailored to their unique business challenges and objectives An interconnected world demands strategic thinking integrating global insight local understanding and technological foresight This casebook provides a

powerful toolkit to build enduring companies in the digital age based on customer insight disruptive innovation operational excellence and purposeful leadership Building Corporate Identity, Image and Reputation in the Digital Era T C Melewar, Charles Dennis, Pantea Foroudi, 2021-07-29 Brands corporate products service today are collectively defined by their customers deriving from personal experiences and word of mouth This book acts as a forum for examining current and future trends in corporate branding identity image and reputation Recognising the complexity and plurality at the heart of the corporate branding discipline this book fills a gap in the literature by posing a number of original research questions on the intrinsic nature of corporate branding ideas from corporate external and organisation internal identity perspectives as they relate to brand management corporate reputation marketing communications social media smart technology experiential and sensory marketing It incorporates current thinking and developments by both multidisciplinary academics and practitioners combining a comprehensive theoretical foundation with practical insights The text will serve as an important resource for the marketing identity and brand practitioners requiring more than anecdotal evidence on the structure and operation of stakeholders communication in different geographical areas It determines current practices and researches in diverse areas regions and commercial and non commercial sectors across the world The book provides scholars researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies brands and stakeholders in different areas and regions of the world Proceedings of the 9th International Conference on Communication and Media (i-COME 24) Nursafwah Tugiman, Norhayati Mohamad Hussain, S. Maartandan Suppiah, Nuredayu Omar, 2025-06-30 This book is an open access The School of Multimedia Technology and Communication Universiti Utara Malaysia s UUM is pleased to host the 9th International Conference on Communication and Media i COME 24 This biennial event will be held in a hybrid format on October 14 15 2024 We invite researchers practitioners and students from around the world to participate in this stimulating exchange of ideas UUM Celebrates 40 Years This year s conference coincides with UUM s 40th anniversary celebrated through the Tahun Melawat UUM 2024 Visit UUM Year 2024 In person participants are encouraged to explore the picturesque green campus nestled in northern Peninsular Malaysia Conference Theme Composing Our Future Harmonizing Well being Ethics and Responsibility in Communication In the digital age communication is pervasive necessitating a critical examination of its societal impact i COME 24 addresses the critical challenge of fostering responsible communication practices across all communication and communication related fields particularly in the context of digital technologies with a specific focus on artificial intelligence AI The conference will delve into the multifaceted impact of these technologies on these fields examining their influence on content creation source credibility and influencer bias Additionally it will explore the broader impacts on culture social contexts and organizations both locally and globally Through in depth discussions on these crucial aspects i COME 24 aims to chart a transformative path for the future of communication prioritizing well being ethics and social responsibility as the core

principles guiding communication practices Co-creating Brands Nicholas Ind, Holger J. Schmidt, 2019-12-12 An essential guide to contemporary marketing that demonstrates via case studies the move towards marketing techniques that better reflect consumer needs Brand management and development has traditionally been regarded as the responsibility of the organization they design produce and sell the brand before delivering it to customers Yet this approach can be needlessly restrictive as the connective power of the internet and the desire of consumers to focus on experiences has reshaped branding In this digital age development occurs beyond the limits of the organization so that in many ways brands are effectively co created by consumers Rather than lead manage and control contemporary managers have taken on the new tasks of listening connecting and participating in brand development The focus of this process has shifted to the intersection between the organization and its stakeholders leading to a new paradigm of brand management the co creation perspective Co Creating Brands is an accessible exploration of how co created brands produce value and how the success of this approach can be measured and assured The authors draw upon a wide array of international case studies and strategic models which clearly demonstrate how to both effectively deliver this method and how to deal with the situational challenges and obstacles that can occur If organizational leaders are willing to relinquish complete control of their brand and recognize the supportive culture of employees customers and stake holders their brand can become an unstoppable marketing force

Landscape and Branding Nicole Porter, 2015-10-05 Landscape and branding explores the way landscape is conceptualised conceived represented and designed by professionals in a brand driven age Landscape incorporating tangible physical space as well as intangible concepts narratives images and experiences of place is constructed by a number of creative industries This book tests the hypothesis that place branding a powerful marketing and management practice increasingly blurs the distinction between the promotion of landscape and its production in design terms Place branding involves the strategic and systematic composition of single minded experiential and market friendly place identities which are consistently communicated across various media including physical space How does this implicate or transform notions of place nature landscape experience and the qualitative value of landscape itself How does this affect the role of landscape architecture To answer these questions place branding theory and practice is critically examined alongside an in depth case study of one specific landscape the Blue Mountains Australia Projects undertaken between 1995 and 2015 including a branding strategy for the region media campaigns television cinema and several landscape architectural works in the public and private domain are comparatively analysed focusing on the discourse conventions and values informing their production and the landscape narratives they convey The Subcultural Imagination Shane Blackman, Michelle Kempson, 2016-06-17 The Subcultural Imagination discusses young adults in subcultures and examines how sociologists use qualitative research methods to study them Through the application of the ideas of C Wright Mills to the development of theory reflexive ethnography this book analyses the experiences of young people in different subcultural settings as well as reflecting on how

young people in subcultures interact in the wider context of society biography and history From Cuba to London and Bulgaria to Asia this book delves into urban spaces and street corners young people s parties gigs BDSM fetish clubs school the home and feminist zines to offer a picture of live sociology in practice In three parts the volume explores history biography and subculture practising reflexivity in the field epistemologies pedagogies and the subcultural subject The book offers cutting edge theory and rich empirical research on social class gender and ethnicities from both established and new researchers across diverse disciplinary backgrounds It moves the subcultural debate beyond the impasse of the term s relevance to one where researchers are fully engaged with the lives of the subcultural subjects This innovative edited collection will appeal to scholars and students in the areas of sociology youth studies media and cultural studies communication research methods and ethnography popular music studies criminology politics social and cultural theory and gender studies

The Strategy of Global Branding and Brand Equity Alvin Lee, Jinchao Yang, Richard Mizerski, Claire Lambert, 2015-03-02 Why does a customer choose one brand over another What are the factors which would make an individual more inclined to choose your brand This book offers a way to predict which brand a buyer will purchase It looks at brand performance within a product category and tests it in different countries with very different cultures Following the Predictive Brand Choice PBC model this book seeks to predict a consumer s loyalty and choice Results have shown that PBC can achieve a high level of predictive accuracy in excess of 70% in mature markets This accuracy holds even in the face of price competition from a less preferred brand PBC uses a prospective predicting method which does not have to rely on a brand s past performance or a customer s purchase history for prediction Choice data is gathered in the retail setting at the point of sale The Strategy of Global Branding and Brand Equity presents survey data and quantitative analyses that prove the method described to be practical useful and implementable for both researchers and practitioners of commercial brand strategies

Sports Media, Marketing, and Management: Breakthroughs in Research and Practice Management Association, Information Resources, 2018-03-02 The application of marketing and management concepts to sports products and services is vital to the success of the industry When appealing to the target audience of an event it is essential to construct a strong marketing plan by utilizing emergent technologies and strategies Sports Media Marketing and Management Breakthroughs in Research and Practice is a comprehensive reference source for the latest scholarly material on the effectiveness of current methodologies and theories in an effort to improve promotional activities management and the organization of all aspects of the sports industry Highlighting a range of pertinent topics such as brand management social media and sports tourism marketing this publication is ideally designed for students researchers academicians professionals and practitioners as well as scientists and executive managers interested in the marketing strategies of sporting media and events

Brand Management Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre, 2020-05-10 Brand Management Mastering Research Theory and Practice is a valuable resource for those looking to understand how a brand can be conceptualized and thus managed in all its complexity

Going beyond the quick fixes of branding it offers a comprehensive overview of brand management theories from the last 35 years A highly regarded textbook this fully updated third edition brings fresh perspectives on the latest research in and analysis of the various approaches to brand management More than 1 000 academic sources have been carefully divided into a taxonomy with eight schools of thought offering depth breadth and precision to one of the most elusive management disciplines of our time Perfectly marrying theory with practice this comprehensive text is particularly useful for advanced undergraduate and postgraduate students of brand management strategy and marketing

Corpus Linguistics for Online Communication Luke Collins,2019-02-25 Corpus Linguistics for Online Communication provides an instructive and practical guide to conducting research using methods in corpus linguistics in studies of various forms of online communication Offering practical exercises and drawing on original data taken from online interactions this book introduces the basics of corpus linguistics including what is involved in designing and building a corpus reviews cutting edge studies of online communication using corpus linguistics foregrounding different analytical components to facilitate studies in professional discourse online learning public understanding of health issues and dating apps showcases both freely available corpora and the innovative tools that students and researchers can access to carry out their own research Corpus Linguistics for Online Communication supports researchers and students in generating high quality applied research and is essential reading for those studying and researching in this area

Brand Fusion Terry Smith,Tom Williams,2022-07-05 Finalist in the Business Marketing charities to technology companies retirement villages to aspiring high growth start ups Brand Fusion Purpose driven brand strategy is an in depth analysis of the philosophy and practice behind creating a purposeful brand

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