Strong brands are critical for the success of a company, and there are numerous academic and practitioners’ texts on the art and science of branding. Identity-based brand management has been one of the most widely adopted management models. The concept was developed in different parts of the world during the 1990s by David Aaker, Jean-Noel Kapferer, as well as Christoph Burmann and Heribert Meffert. It complements the external view of the brand held by customers, competitors and others with managers’ and employees’ internal perspectives. Its major strength emanates from the fact that it draws on the widely used “competence-based theory of the firm” in strategic management research.

Why publish a new brand management textbook? The short answer is that the first two German editions have been extremely positively received and we have been asked time and again for an international edition of the book. So we took up the challenge of writing an equally practical and theoretically sound textbook for an international audience. The English and Chinese versions have now been published and will be followed in due course by French, Portuguese and Arabic translations.

This first English edition would not have been possible without the talent and dedication of various members of the Chair of Innovative Brand Management, Bremen. In particular, we would like to express our gratitude to Corinna S. Beckmann, Julia Sinnen, Stephan Hanisch, Dr. Ines Nee, Patrick Roßmann and Ayla Rößler. Furthermore, we thank our student assistants Jana Johannsen and Philip Werner for their work and dedication. We were fortunate to have Pippa Dobson’s support in ensuring that this book balances contextual accuracy with idiomatic fluency.

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Identity-based brand management has been further explored in almost 70 doctoral theses at the Chair of Innovative Brand Management and Marketing at the University of Bremen. Almost all of them have been published in the Springer Gabler book series “Innovatives Markenmanagement” (in German and English).

We hope that this text will prove useful to and inspire discussions between theorists and practitioners alike.

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