Journal of Brand Management
Editor: T.O. Brexendorf; J. Kernstock; S.M. Powell

- An authoritative resource on brand management and strategy
- Brings together cutting-edge analysis and the latest thinking from leading international figures in industry and academia

The *Journal of Brand Management* (BM) publishes original and insightful peer-reviewed articles as well as industry-based case studies and invited expert commentaries which rigorously consider:

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- how the world's leading companies are managing their brands
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- current case studies which explore leading organisations' practical experiences, the problems faced and the lessons learned
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