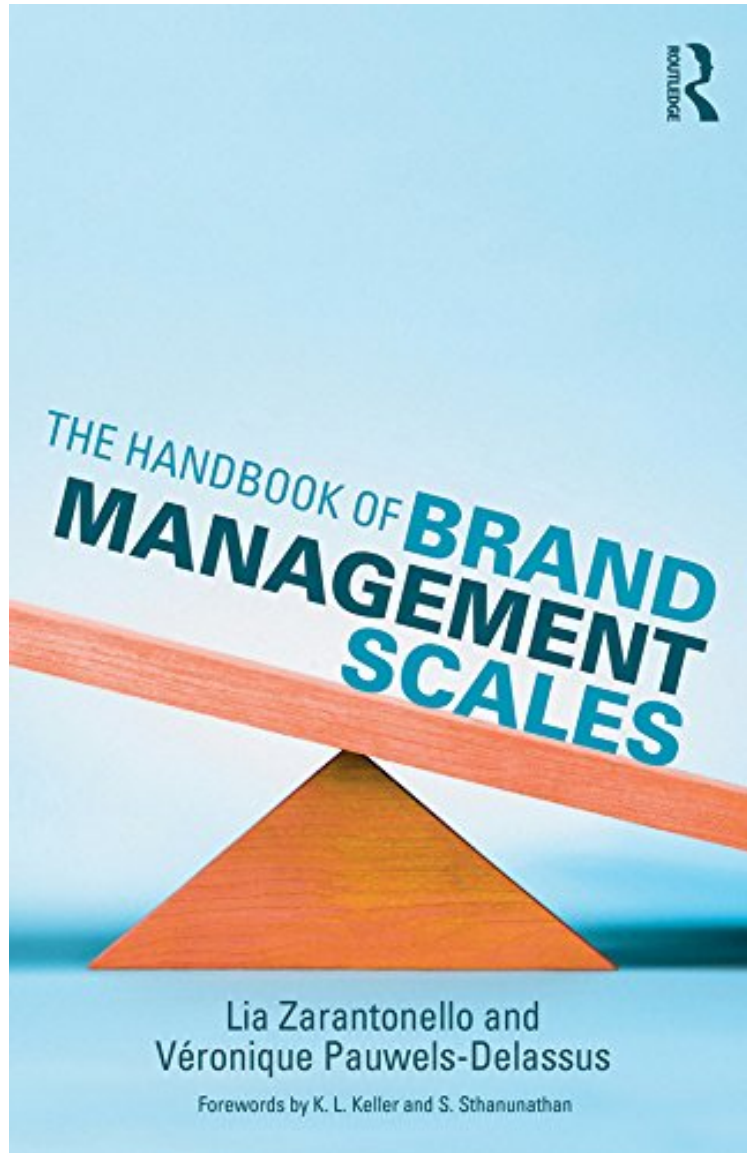


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The Handbook of Brand Management Scales

Lia Zarantonello, Veacute;ronique Pauwels-Delassus
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The Handbook of Brand Management Scales is a concise, clear and easy-to-use collection of scales in brand management. Scales are a critical tool for researchers measuring consumer insights, emotions and responses. Existing handbooks of marketing scales do not include (or include very few) scales related to brand management constructs. This book is the first to meet this need. Sample scales include brand personality, brand authenticity, consumer-brand relationships and brand equity. Each scale is included with a clear definition of the construct it is designed to benchmark, a description of the scale itself, how to use it and examples of possible applications in managerial and academic contexts. A much-needed reference point, this is a unique, vital and convenient volume that should be within reach of every marketing scholar's and manager's desk.

Brands are a magic and fascinating world. But so many studies, surveys and researches have been conducted on brands that travelling through the Brand world is a difficult journey. To find a path in the jungle of concepts, the variety of theories and the large array of metrics, guidance is needed. With a theoretical background and methodological properties as well as relevant scales this handbook provides that help. In the name of all the future students and young searchers, facing for the first time the complexity of brands and brand management, we have to thank Lia Zarantonello and Veronique Pauwels-Delassus for their useful handbook.

- Professor Marie-Heleine Fosse-Gomez, University of Lille, Executive Director in charge of Research, French Marketing Association, France
- This handbook contains robust, testable, reliable and valid branding scales developed by well recognised academics. It is a tool that can help all brand management researchers, both practitioners and academics, to conduct rigorous survey research, save time and produce quality research output.
- Dr Cleopatra Veloutsou, University of Glasgow, UK
- The Handbook of Brand Management Scales will serve as a wonderful resource for anyone interested in conducting research on brands.
- David E. Sprott, Boeing / Scott Linda Carson Chaired Professor of Marketing, Washington State University, USA
- This handbook is an impressive and up to date compilation of brand management scales dealing with all core themes such as brand personality, brand authenticity and consumers' emotions toward the brand. No doubt this book will quickly become a must have for any practitioners or researchers involved in the branding management research field.
- Professor Pierre Valette-Florence, IAE de Grenoble CERAG, Universite Grenoble Alpes, France
- The last two decades have seen many exciting new areas of branding research; authenticity, attachment/love and experience, to name a few. Yet researching these new (and older) topics calls for well-validated scales. This book is indispensable for anyone doing branding research today.
- Rajeev Batra, S.S. Kresge Professor of Marketing, University of Michigan, USA
- Appropriate metrics are increasingly more important in order to properly manage brands in markets characterized by growth in technological, relational and competitive complexity. This handbook provides a detailed description of relevant scales useful to address a variety of branding issues; from brand knowledge analysis to brand emotions and relationship management. This is a remarkable example of relevance both for academic and managerial communities.
- Bruno Busacca, Dean, SDA Bocconi School of Management and Professor, Department of Marketing, Universita Luigi Bocconi, Italy
- Wonderful! The handbook that was missing in brand management is finally here. I found all the measure scales for answering managerial brand issues. It is my new reference book: relevant, helpful, easy to use and thorough.
- Georgette Michel, Professor, IAE of Paris, University Paris 1 Pantheon-Sorbonne, Director of Brands Values Chair, France
- The thirteen thematic sections of this Handbook are very clearly organized; with an overview, extensive and rigorous presentation of the scales development, and a strong academic and managerial focus. The scales included come mainly from journals belonging to the two highest tiers of UK/French Journal rankings, a selection procedure that ensures the highest quality throughout the book.
- Christian DERBAIX, Professor Emeritus, Louvain School of Management, Belgium

About the Author Lia Zarantonello (PhD) is Professor of Marketing at University of Roehampton, UK. Her previous appointments include ISEG School of Management, France, and Bocconi University, Italy. She was also visiting scholar at Columbia Business School, USA. Veronique Pauwels-Delassus (PhD) is Associate Professor of Marketing and Academic Director of the MSc in Digital Marketing and CRM at ISEG School of Management (LEM-CNRS), part of the Catholic University of Lille in France. Prior to entering the academic world, Dr Pauwels-Delassus was the marketing director for an international food company.