



# Marketing Communications: A Brand Narrative Approach

*Micael Dahlen, Fredrik Lange, Terry Smith*

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**Marketing Communications: A Brand Narrative Approach** Micael Dahlen, Fredrik Lange, Terry Smith  
*Marketing Communications: A Brand Narrative Approach* is a mainstream, student-driven text which gives prominence to the driving force of all Marketing Communications: the imperative of Branding. The book aims to engage students in an entertaining, informative way, setting the conceptual mechanics of Marketing Communications in a contemporary, dynamic context. It includes key current trends such as:

1. **Brand narrative approach** - Cases such as *Dove, Harley-Davidson, Nike and World of War Craft* feature real-life, salient examples which are engaging for students and reflect the growth of co-authored brand 'stories' to help build and maintain brands by customer engagement through meaningful dialogues.
2. **Media neutral/multi-media approach** - This text has a sound exploration of online and offline synergy combining one-message delivery and multi-media exposures, through examples of companies and political campaigns using 'non-traditional' media to reach groups not locking into 'normal channels'.

This brand new text features an impressive mixture of real-life brand case studies underpinned with recent academic research and market place dynamics. The format is structured into three sections covering analysis, planning and implementation and control of Marketing Communications. Using full colour examples of brands, and student-friendly diagrams, the book acknowledges that the modern student learns visually as well as through text.

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