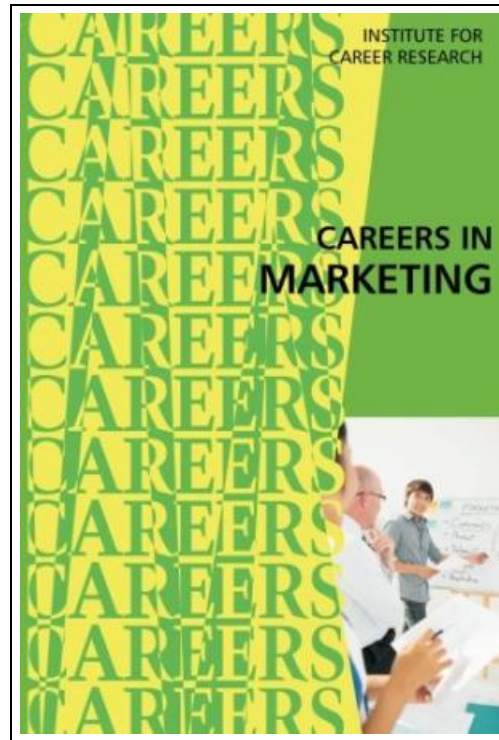


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(Prof. Lenna Beatty III)

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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.SOME OF THE MOST REWARDING AND challenging careers today are available in the marketing specialty of brand management. Brand managers are primarily responsible for the marketing activities for a certain brand to increase its market share, boost profitability, and ensure consumers in its target markets view it favorably. The brand manager is the executive who monitors market trends to ensure products and services align with the brand s image. Brand managers take responsibility for the success or failure of one or more brands (such as Coca-Cola or Toyota), weighing such factors as consumer perception, financial performance, and the brand s image around the world. Brands are not always products and services. They can also be organizations, nonprofit causes, or even individuals (such as celebrities and professional athletes). Brand managers typically work for large corporations and marketing firms in major metropolitan areas, although they are also found in cities of all sizes across the country. The career of brand management is commonly found in consumer goods manufacturers, software companies, airlines, financial services companies, universities, and professional sports. Brand marketing professionals also work for advertising agencies, media firms, nonprofit organizations, and government agencies. Some brand managers are self-employed and operate their own consultancy firms. A four-year degree from an accredited college or university is typically the minimum requirement to begin a career in the brand management field. A graduate degree is usually required to obtain a position as an assistant brand manager, and is mandatory for a marketing brand manager. Many brand managers enter the profession at such entry-level positions as marketing analyst or brand ambassador, and can rise as high as marketing director in a company. The number of..

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