



The Handbook of Brand Management Scales

Lia Zarantonello, Véronique 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.

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