



# Aston University 'Branding' Bundle: Creating Powerful Brands

*Leslie de Chernatony, Malcolm McDonald, Elaine Wallace*

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This has long been the one book that students can rely on to get them thinking critically and strategically about branding. This new fourth edition is no exception. THE definitive introductory textbook for this crucial topic, it is highly illustrated and comes packed with over 50 brand-new, real examples of influential marketing campaigns.

In this influential textbook, de Chernatony, McDonald & Wallace:

- Summarise the latest thinking and best practice in the domain of branding
- Show how branding theories are implemented in practice with all new real marketing campaigns
- Bring the story up-to-date with a clear European focus

Undergraduate business and marketing students studying brand management will find this an invaluable resource in their quest to understand how branding really works.

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