

SCP Members: Order Now and Save 30%

Handbook of Brand Relationships

Edited by

**Deborah J. MacInnis, C. Whan Park, and
Joseph R. Priester**, all, University of Southern California

Sponsored by the Society for Consumer Psychology

2009 • 448 pp. • Tables, figures, references, name index, subject index.

HC: 978-0-7656-2357-7 List \$99.95 *SCP Discount Price: \$69.96

Brand relationships are critical because they can enhance company profitability by lowering customer acquisition and retention costs. This is the first serious academic book to offer a psychological perspective on the meaning of and basis for brand relationships, as well as their effects.

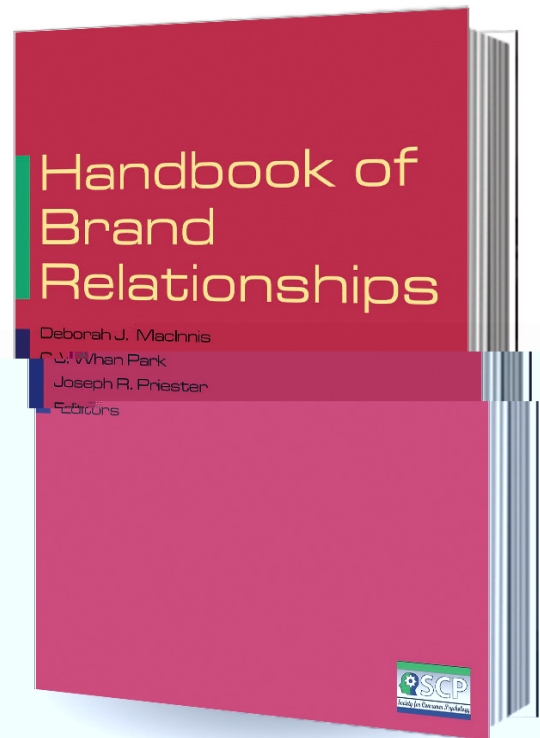
The *Handbook of Brand Relationships* includes chapters by well-known marketing and psychology scholars on topics related to the meaning, significance, and measurement of brand relationships; the critical connections between consumers and the brand; how brand relationships are formed through both thoughtful and non-thoughtful processes; and how they are built, repaired, and leveraged through brand extensions.

“Provides thoughtful, penetrating insights from a diverse variety of perspectives by some of the very best academics in the business.”

—**Kevin Lane Keller**, *Dartmouth College*

“An important read for those interested in the topic of brand attachment. Chapter authors represent the leading researchers in consumer psychology and branding, and they all offer fresh insights about consumer-brand connections.”

—**Barbara Loken**, *University of Minnesota*



[Click here](#) to purchase.
Enter discount code **SCP30**
and **save 30%!**

SELECTED CONTENTS:

Introduction: Why Brand Relationships?

*Debbie MacInnis, C. Whan Park,
and Joseph Priester*

Part I. Fundamental Issues in Brand Relationships

Part II. Goals/Needs/Motives Fostering Brand Relationships

Part III. Brand Meaning and Meaning Makers

Part IV. Psychological and Behavioral Effects of Strong Brand Relationships

Part V. Conclusions and Research Directions

[Click here](#) to view the complete contents.

Communicating Sustainability for the Green Economy

Lynn R. Kahle and Eda Gurel Atay, Ed.

PB: 3681-2 *SCP Price: \$34.96



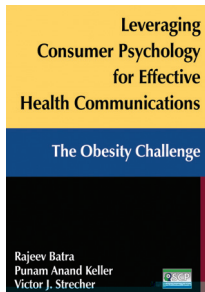
[Click here](#) to purchase.
Enter discount code **SCP30**
and **save 30%**!

Leveraging Consumer Psychology for Effective Health Communications

The Obesity Challenge

Rajeev Batra, Punam Anand Keller, and Victor J. Strecher, Eds.

PB: 2718-6 *SCP Price: \$38.46



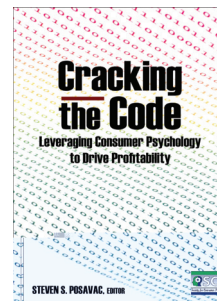
[Click here](#) to purchase.
Enter discount code **SCP30**
and **save 30%**!

Cracking the Code

Leveraging Consumer Psychology to Drive Profitability

Steven S. Posavac, Ed.

PB: 2965-4 *SCP Price: \$34.96

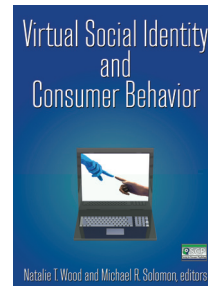


[Click here](#) to purchase.
Enter discount code **SCP30**
and **save 30%**!

Virtual Social Identity and Consumer Behavior

Natalie T. Wood and Michael R. Solomon, Eds.

PB: 2396-6 *SCP Price: \$34.26



[Click here](#) to purchase.
Enter discount code **SCP30**
and **save 30%**!

SCP Discount Order Form

YES, enter my order for:

Handbook of Brand Relationships

___ HC 2357-7 @ *SCP Price \$69.96

Communicating Sustainability for the Green Economy

___ PB 3681-2 @ *SCP Price: \$34.96

Cracking the Code

___ PB 2965-4 @ *SCP Price: \$34.96

Leveraging Consumer Psychology for Effective Health Communications

___ PB 2718-6 @ *SCP Price: \$38.46

Virtual Social Identity and Consumer Behavior

___ PB 2396-6 @ *SCP Price \$34.26

For shipment within the U.S., please add US\$6.00 for the first book, and US\$2.00 for each additional book (shipment via UPS ground).

For shipment outside the U.S.:

First Class Mail International (4-6 weeks delivery)
Canada: First book US\$10.00/\$8.00 each additional book
All other countries: First book US\$18.00/\$11.00 each additional book
Priority Mail International (2-4 weeks delivery)
Canada: First book US\$19.00/\$4.00 each additional book
All other countries: First book US\$27.00/\$9.00 each additional book

For faster delivery methods, contact custserv@mesharpe.com.

Payments must be made by check or money order in U.S. funds drawn on a U.S. bank. Prices subject to change without notice.

Offer applies to prepaid orders from individuals only.

Name _____
Address _____

City/State/Zip _____
Daytime Phone _____
E-mail _____

SUBTOTAL	_____
SALES TAX*	_____
SHIPPING/HANDLING	_____
TOTAL	_____

* NY State residents add tax

Credit Card: [] American Express [] Mastercard [] Visa

Card Number _____

Expiration Date _____

Signature _____

If ordering by phone please cite promo code **SCP30** to receive the **30% SCP discount**.

*Discount expires 12/31/2014

Please complete and return this form to:

M.E. Sharpe, INC. 80 Business Park Drive, Armonk, NY 10504
Tel: 800-541-6563 or 914-273-1800; Fax: 914-273-2106