“What a superb contribution to the branding literature! This book provides a great blend of content, in which essential branding principles are cleverly woven together with cutting edge research and ideas from the frontiers of branding thought.”

– John Cadogan, Professor of Marketing, Loughborough University, UK Editor-in-Chief, *International Marketing Review*

“This is a very thoughtful collection of leading-edge articles on the research of consumer-brand relationships, approaching the topic from multiple, complementary perspectives. The insights provided by this volume, make it essential reading for both scholar and practitioners interested in understanding how customers bond with brands.”

– Adamantios Diamantopoulos, Professor and Chair of International Marketing, University of Vienna, Austria

“Big brands play a powerful role in driving consumers’ purchases and investments, and even their self-esteem and social affiliations. They do so by eliciting powerful emotions like ‘love’ and ‘passion’ from their fans. *Consumer Brand Relationships* is a timely and thoughtful compilation of studies that will help readers understand the personal engagements that consumers develop with their favorite brands. It’s a must read for managers interested in building and managing those brands, and thereby competing more effectively in our fast-evolving, brand-driven Reputation Economy.”

– Charles Fombrun, Founder and Chairman of Reputation Institute, USA Professor Emeritus of Management, Stern School of Business, NYU, USA

“A fascinating, comprehensive, and up-to date account of factors determining feeling and thinking about brands.”

– Klaus Jonas, Professor of Social and Business Psychology, University of Zurich, Switzerland

“Building brands is about building deep emotional long lasting relationships between consumers and their brands. This advanced book is much welcomed. It makes the ‘consumer brand relationships’ (CBR) field progress conceptually and methodologically with strong implications for managers.”

– Jean-Noël Kapferer, world expert on branding, author of *The New Strategic Brand Management*, co-author of *The Luxury Strategy*, France

“This volume collects leading edge research from top-notch thought-leaders around the world, bringing together the latest thinking on brand
relationships. As such, it should be essential on the bookshelf of any manager who wishes to help their brands reach their potential, as well as every scholar who wishes to stay at the forefront of this dynamic and exciting field.”

– Nick Lee, Professor of Sales and Management Science, Loughborough University, UK Editor-in-Chief, *European Journal of Marketing*

“The book *Consumer Brand Relationships: Meaning, Measuring, Managing* provides a comprehensive overview of latest research and findings in brand relationships. This book is a must-read for CMO’s, marketing and branding managers who want to get a better understanding of establish brand relationships and how to measure and manage those.”

– T.C. Melewar, Professor of Marketing and Strategy, Middlesex University London, UK Emeritus Editor-in-Chief, *Journal of Brand Management*

“Fetscherin und Heilmann smartly edited the latest research in Consumer–Brand Relationships theory and practice into a great tool book: This book is a must-read for managers, academics, researchers, and students alike as it provides the why, how to measure and what to do to build strong brand relationships. Read, learn and make your relationship with consumers the best!”

– Daniela Ott, Former COO Kering Luxury Division, France

“This book is a deep dive into consumer relations with their favorite brands to the extreme of assigning human love to them. Truly insightful on how subjects and objects mix, intermingle, and virtually coalesce in a process of meaning exchange.”

– Jean-Claude Usunier, Professor Emeritus, University of Lausanne, HEC, Switzerland

“The book *Consumer Brand Relationships* includes a collection of latest high quality and practical relevant research. A must read for all researching in the area of brand relationships.”

– Cleopatra Veloutsou, Senior Lecturer of Marketing, University of Glasgow, Scotland, UK Co-Editor in Chief, *Journal of Product and Brand Management*
Consumer Brand Relationships
Meaning, Measuring, Managing

Edited by
Marc Fetscherin
Rollins College, USA

and

Tobias Heilmann
campaignfit Ltd., Switzerland
To my parents, Viviane and Rudolf, for their love, endless support, and encouragement

– Marc Fetscherin

To my wonderful family, Vivienne, Bela, Kolja, and Lou, and to my parents, Heinz and Heidemarie, for their tremendous support and love

– Tobias Heilmann
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