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Hyundai uses behavioural & psychographic segmentation variables to segment the market in homogeneous groups. It is majorly in an economic segment and is entering the premium segment through its offerings in SUV's segment and new showroom setup i.e. Hyundai Motorstudio.

Marketing Strategy of Hyundai Motors - Hyundai Motors ...
Hyundai has just the three trim levels for this generation of i10, having dispensed with the entry-level S trim from previous iterations (due to low sales). The base SE trim level features standard equipment that includes a digital radio, 3.8-inch display, Bluetooth, air-conditioning, electric windows and mirrors, leather steering wheel and gear lever, and cruise control.

Handbook of Sustainability Management.

'Brand Management Strategies' explains how a brand can successfully drive global business development. The text takes an applied approach with supporting examples from current fashion and non-fashion brands.

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals, entrepreneurs and corporate executives. Every month, BLACK ENTERPRISE delivers timely, useful information on careers, small business and personal finance.

Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

Written by the world's leading thinkers on brand strategy, this book looks at what Asian and emerging market brands need to do to succeed in international markets and the challenges they face when competing with western brands.

Brand Bible is a comprehensive resource on brand design fundamentals. It looks at the influences of modern design going back through time, delivering a short anatomical overview and examines brand treatments and movements in design. You'll learn the steps necessary to develop a successful brand system from defining the brand attributes and assessing the competition, to working with materials and vendors, and all the steps in between. The author, who is the president of the design group at Sterling Brands, has overseen the design/redesign of major brands including Pepsi, Burger King, Tropicana, Kleenex, and many more.

Vehicle Design guides readers through the methods and processes designers use to create and develop some of the most stunning vehicles on the road. Written by Jordan Meadows, a designer who worked on the 2015 Ford Mustang, the book contains interviews with design directors at firms including Fiat Chrysler Automobiles, Hyundai Motor Group, and Ford Motor Company, amongst other professionals. Case studies from Ford, Mazda, and Jeep illustrate the production process from research to execution with more than 245 color behind-the-scenes images in order to help readers create vehicles drivers will cherish.

"The Street Design Manual is New York City's comprehensive resource on street design guidelines, policies, and processes. It aggregates a broad range of resources--from nationally recognized engineering and design guidelines and standards to federal, state, and local laws, rules, and regulations--to provide information on treatments that are allowed and encouraged on New York City streets. The Manual's intended audience is diverse, consisting of design professionals, city agencies and officials, community groups, and private developers."--Introduction.

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