



The study of the combined effects of celebrity endorsement: empirical and case analysis based on the brand portfolio Perspective(Chinese Edition)

By HE LIU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2013 Pages: 198 Language: English Publisher: Science Press the combined effects of celebrity endorsement: empirical and case analysis based on the brand portfolio perspective comprehensive assumptions and validate their predecessors more about celebrity brand endorsements impact on the consumer's endorsement evaluation process mechanism. amendment and supplement of today's multi-brand endorsement role effect theory. this paper examines the celebrity brand endorsement portfolio size consumers endorsement effect evaluation impact mechanism and further investigate the combination of brand endorsements asked the the internal combinations relationship (a combination of similarity). and explore the different consumer level of celebrity worship portfolio endorsement affect regulatory role. Brand endorsement field theory research. marketing practice departments also the endorsement ad market segmentation. celebrity (star) and advertising companies on how scientific endorsement multi-brand portfolio. brand enterprises how accurately and effectively select the appropriate celebrities (star) as the company's brand image spokesperson to provide a certain amount of theoretical and practical basis. especially related cases and application examples. Celebrity endorsements

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