

Contents

1	Introduction to Small Business Brand Management	1
2	Conceptual Foundations	15
3	The Brand's Identity	47
4	Managing the Brand Experience	67
5	Strategic Brand Management.....	89
6	Funding Marketing	119
7	Brand Remarkability Analysis and Planning	141
8	Brand Communications I.....	175
9	Brand Communications II	207
10	Using Social Media.....	237