

TABLE OF CONTENTS

Introduction	vii
Chapter 1. Branding Sign and Symbol	1
Chapter 2. History of Branding	13
Chapter 3. Branding as Communication	29
Chapter 4. Creating Brand Images	45
Chapter 5. Branding and the Mind	61
Chapter 6. Emotional and Relationship Branding	77
Chapter 7. Brand Personality	95
Chapter 8. Brands, Personal Branding, and Community	113
Chapter 9. Brands Become Icons	129
Chapter 10. Branding in a Digital World	143
Chapter 11. Brands and Cultural Concerns	159
Chapter 12. Social Branding	175
Conclusion	187
Glossary	191
Index	195