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Jean-Noël Kapferer is considered a world expert on brands. He is a professor of marketing strategy at HEC School of Management in France and holds a Ph.D. from Northwestern University. He is also an active consultant to many European, U.S. and Asian corporations and the author of six books on branding, advertising and communications, including Reinventing the Brand .

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(PDF) The New Strategic Brand Management

A brand, Kapferer argues, is not a product, but the product's essence, its meaning, and its direction. Strategic brand management starts with a holistic understanding of this gestalt rather than its component parts: the brand name, logo, design or packaging, and image.

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