

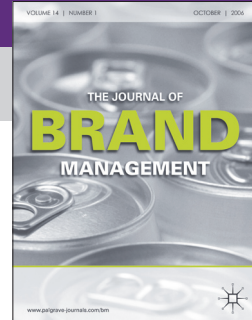
# The Journal of Brand Management

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Joint Editors-in-Chief: T C Melewar, Brunel University, UK, and Temi Abimbola, Warwick Business School, UK

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## Aims and Scope:

The **Journal of Brand Management** has established itself as the leading authoritative journal on brand management and strategy. It publishes original peer-reviewed papers which look at all dimensions of this fast-evolving field, drawing together cutting-edge analysis and the latest thinking from leading international figures in industry and academia.

It considers: How the world's leading companies are managing their brands; the latest thinking, techniques and initiatives used by agencies and consultants; current case studies which explore leading organizations' practical experiences, the problems faced and the lessons learned; models and theories effectively used in brand management practice; applied research from leading business schools, research institutes and universities.

The journal also publishes regular in-depth special issues covering key areas in the field. Forthcoming issues include: Brand Value and Brand Valuation, and Sports Brands.

The journal is essential reading for brand strategists in both private and public sector organizations, and marketing academics in universities and business schools.

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