



Handbook of Research on Identity Theory in Marketing

Research Handbooks in Business and Management series

Edited by Americus Reed II, Professor of Marketing, The Wharton School, University of Pennsylvania and Mark Forehand, Professor of Marketing, The Foster School of Business, University of Washington, US

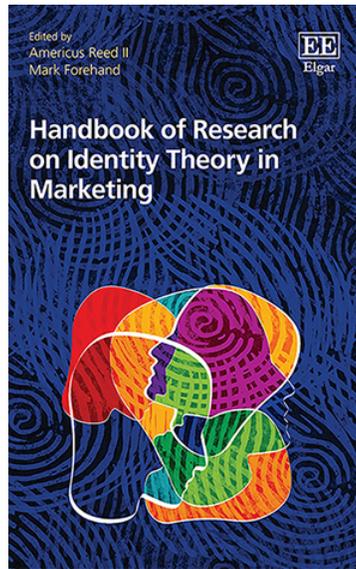
The Handbook of Research on Identity Theory in Marketing features cutting-edge research that delves into the origins and consequences of identity loyalty and organizes these insights around five basic identity principles that span nearly every consumer marketing subdomain. This Handbook is a comprehensive and state of the art treatment of identity and marketing: An authoritative and practical guide for academics, brand managers, marketers, public policy advocates and even intellectually curious consumers.

'Understanding the relationship between consumption and identity is a cornerstone of recent consumer research, providing a crucial tool for examining the meaning of consumption and its multiple critical roles in consumers' lives. Reed and Forehand have provided an extremely useful conceptual framework and assembled an outstanding set of authors and compelling chapters detailing the most current ideas, theories, and findings on identity and consumption. This book is an absolute must for any consumer researcher interested in identity!'

– James R. Bettman, Duke University, US

'Americus Reed and Mark Forehand's Handbook of Research on Identity Theory in Marketing is a testimony to the aphorism that there is nothing as practical as a good theory. In this case, five principles of identity salience, association, verification, conflict and relevance that anchor the scholarly contributions in the Handbook. If brand managers are accidental psychologists trying to understand how brands activate human identities, this book provides fertile foundation for reflection on how managerial theories in use might move from implicit to explicit.'

– Rohit Deshpande, Harvard Business School, US



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