



Brand equity planning with structuralist rhetorical semiotics Vol.I

George Rossolatos

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This book seeks to outline a structuralist rhetorical semiotic approach to brand equity planning, with view to addressing a crucial gap in the existing consumer research and semiotic literature (and marketing/advertising practice alike), concerning how advertising textual expressive elements may be selected, how they may be transformed into brand elements and how brand elements may be transformed into brand associations as sources of sustainable brand equity. The focus lies in demonstrating the usefulness of structuralist rhetorical semiotics in the construction and ongoing management of brand associations as outcomes of sustainable brand equity. The culminating point of the research at hand consists in a rhetorical semiotic brand equity conceptual model, which will be complemented by a second volume, comprising a step-wise methodology for operationalizing the conceptual framework that is put forward in this book.

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