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Brand Psychology: Consumer Perceptions, Corporate Reputations

Jonathan Gabay

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Revealing the hidden processes behind why certain brands command our loyalty and trust, *Brand Psychology* looks at how to build up a positive brand image through Corporate Social Responsibility and ethical transparency.

Reputation management authority Jonathan Gabay takes readers on a tour of the corporate, political and personal brands whose understanding of consumer psychology has either built or broken them. He answers key questions about brand and reputation management, including:
--Why do we trust some brands more than others?
--How important is integrity for a brand's survival?
--How can brand confidence be rebuilt during a crisis?

Using case studies and tips from respected neuropsychologists, economists, and IT, advertising, PR, and industry leaders, *Brand Psychology* turns theory into practical methodologies to help build meaningful, highly respected brands.

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