



Brand Culture: Développer le potentiel culturel des marques (Tendances Marketing) (French Edition)

Raphaël Lellouche, Matthieu Guével, Daniel Bô

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Repetto, Ladurée, Nike, Oasis, les marques sont bien plus que des agents économiques : ce sont des agents culturels. Leur pouvoir dépend de leur influence, de leur capacité à saisir, à refléter ou à transformer la culture dans laquelle elles vivent. Cette dimension ne cesse de gagner en importance et s'impose comme un pilier de la création de valeur durable, dans une économie où l'enjeu est de produire du sens. Prolongement de Brand content (2009), ce livre explore le phénomène émergent de la culture de marque ou brand culture. à partir de nombreux cas concrets et de témoignages, il décrit les moyens de libérer le potentiel culturel des marques : • identifier les sources et modes d'expressions de la culture ; • maîtriser les clés d'une culture de marque forte ; • valoriser les résonances culturelles pour renforcer l'attachement des consommateurs ; • piloter les marques dans la diversité culturelle d'une économie mondialisée. Le philosophe et sémiologue Raphaël Lellouche y développe une nouvelle théorie de la marque, appliquant les notions d'auto-contrainte, de performativité et de médialité à l'univers du marketing.



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