



Auto Brand: Building Successful Car Brands for the Future

Anders Parment

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The car - once everybody's dream and a key status symbol in most countries and cultures - has been extensively questioned in the last decades and in the last few years particularly. Urbanisation, traffic congestion, pollution problems, heavy reliance on scarce oil supplies, safety issues and ever-growing competition, have all provided significant business challenges for the automobile industry. Many car manufacturers have had to fundamentally rethink their design, brand and marketing strategies to thrive in a savvy, consumer-led culture, and markets that are becoming increasingly restrictive in size and opportunity. Auto Brand provides a roadmap to branding and marketing success in the automobile industry, illustrating how companies can take advantage of new technologies, adapt to emerging trends in consumer behaviour, improve profitability and build even more successful brands in the future.

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