

# Contents

	Preface	vii
	<b>PART I. THE HOSPITALITY BRANDSCAPE</b>	
chapter 1	Hospitality Marketing and Branding: Past and Future	3
chapter 2	Branding Challenges and Opportunities	13
chapter 3	Branding and the Internet	21
<b>case study I</b>	Carnival Cruise Lines	30
	<b>PART II. GLOBAL BRANDING</b>	
chapter 4	Global Brand Expansion	41
chapter 5	Branding beyond Borders	51
chapter 6	Brand Strategies	63
<b>case study II</b>	Ritz-Carlton Bali	72
	<b>PART III. STRATEGIC BRANDING</b>	
chapter 7	Brand Equity	83
chapter 8	Brand Positioning	93
chapter 9	Brand Extensions and Customer Loyalty	102
<b>case study III</b>	Taj Hotels, Resorts, and Palaces	112
	<b>PART IV. BRANDING EXECUTION</b>	
chapter 10	Managing Marketing and Branding Relationships	123
chapter 11	Brand Franchising	134
chapter 12	Brand Partnerships	143
<b>case study IV</b>	Groupon	154
	Acknowledgments	165
	Bibliography	169

