

Philippe Malaval

Strategy and Management of  
Industrial Brands

*Business to Business  
Products & Services*



**Kluwer** academic publishers



# Philippe Malaval

## Strategy and Management of Industrial Brands

*Business to Business Products and Services*



The author,  
**Philippe Malaval**

graduated from the Toulouse Business School and has a doctorate in Management from the University of Toulouse. Professor at the Toulouse Business School (France), he worked for 12 years at Yoplait-Candia and today is a consultant to numerous companies in both the industrial and consumer sectors. He is a member of the French Association of Marketing (AFM).

He is the author of several books including "Business to Business Marketing," and "Marketing: a Factor for Development," and he teaches at other institutions such as the Centre de Perfectionnement des Affaires (CPA), the ESCP (Paris Business School), the MBA Sciences Po program, Sup'Aéro, and in different American and English MBA programs.

This book has been written with the collaboration of **Christophe Bénaroya**, who graduated from Toulouse Business School and has a Masters in Marketing Management from the University of Toulouse. He is a consultant to industrial companies and teaches industrial marketing at several business schools.

This book contains 40 case studies of business to business brands including: Airbus Industrie, Air Liquide, Andersen Consulting, Du Pont de Nemours, EDS, Elan TTS, Elf Atochem, Fruehauf, Gore-Tex, Intel, Kimberly-Clark, Latécoère, Legrand, Lycra, Michelin, Microsoft, Saint-Gobain, Scotchgard, Sodexo Alliance, Tactel, Tetra Pak, Valeo, Vivendi, Xerox, Zodiac.

**Strategy and Management of Industrial Brands** is the first book devoted to business to business brands.

Looking at numerous companies, this book defines two brand objectives that are specific to the industrial and service sectors and which must be added to the traditional functions of branding: the minimization of risk as perceived by buyers and the facilitation of the customer company's performance by the supplier brand.

Different ways of classifying brands are suggested providing a better understanding of brand strategies adopted by business to business companies as well as new concepts such as brand "printability," "visibility," and "purchaseability."

Five major brand categories are dealt with in separate chapters:

- entering goods brands,
- intermediary equipment goods brands,
- equipment goods brands,
- business to business service brands,
- industrial distributor brands.

From a practical point of view, this book aims to address the main concerns of managers: **How to create and protect brands? What type of visual identity is appropriate? How to manage international brands?**

An analysis of 1,500 industrial brands as well as 40 case studies are included in this book. These brands are used in both the industrial (automotive, building, aeronautics, IT, etc.) and consumer sectors (clothing, electronics, food packaging, telecommunications, etc.).

This book has been written for professors and students of universities and business schools as well as managers and people working in industry or the service sector.

1-4020-7753-X

ISBN 1-4020-7753-X



9 781402 077531





