

**Call for Papers for a Special Issue of the
Journal of Brand Management
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'Brand Governance: Managing and Safeguarding Brand Equity'

Guest Editors: Clive Helm, Richard Jones

There is now a widespread understanding of the role that brands play in differentiating and adding value to an organisation and its products and that brands are among the most, if not *the* most valuable assets that an organisation owns. The financial value of brands on balance sheets now usually exceeds that of tangible assets and for many major companies is often more than 50% of their stock market capitalisation.

While the last two decades or so have seen much practitioner and academic attention paid to the building and measuring of brand equity, the issues involved in managing brands and their delivery to consumers so as to maintain and secure that equity, have received less attention. Changing markets, the proliferation of new distribution and communications channels and the growing use of strategic partnerships have meant that the process of delivering brand experiences through a growing network of touchpoints in order to meet consumers' expectations, has become an increasingly complex and difficult task to manage. However, it is likely to be an increasingly critical one if the financial value that resides in a brand and the future returns on the investment made in it, are to be sustained and protected.

This special issue will address the issues involved in safeguarding brand equity by managing brands and their delivery to consumers in a changing and more complex environment. Conceptual papers, case studies, empirical studies and literature reviews from either academics or practitioners are welcome and encouraged for submission. Papers may be based on, but are not limited to, the following topics:

- **Delivering the 'brand promise'**
- **Managing brand touch points**
- **Managing corporate, brand identity and image in more complex and changing market environments**
- **Delivering a coherent consumer brand experience across multiple distribution and communication channels**
- **Issues in delivering brand experiences to consumers through new technologies and media**
- **The effects of strategic partners - production licences, distribution franchisees etc - on brand delivery**
- **The role of corporate culture in successful brand delivery**

The deadline for papers is January 5th 2009. All papers will be double blind peer reviewed. Papers should be submitted in Journal of Brand Management format and according to the instructions which can be found at: <http://www.palgrave-journals.com/bm/instructions.html>

Please send a copy of submissions by email in Word format to each Guest Editor:

Clive Helm, Westminster Business School, London, UK. e: c.helm@wmin.ac.uk

Richard Jones, Copenhagen Business School, Copenhagen, Denmark. e: rj.marktg@cbs.dk