

# Product/Service Management

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## LAP Modules

### *New!* Build Your Corporate Brand... Before Someone Builds It for You (The How To's of Corporate Branding)

A corporate brand is much, much more than a company name and logo, which are merely brand identifiers. A corporate brand is all of the impressions and experiences consumers associate with a particular company. ©2009. Recommended: PS/AD

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**Build Your Corporate Brand** (PowerPoint)

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### Customer Service Supersized! (Customer Service)

Customer service includes all the activities and benefits a business provides to create goodwill and customer satisfaction. Any business, no matter how

large or small, can provide excellent customer service and achieve its desired business image. ©2009.

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### It's a Brand, Brand, Brand World! (Nature of Product Branding)

Product brands—names, terms, symbols, or designs that identify products and set them apart from competitors' products—have their advantages. Product brands help in developing brand loyalty among customers, and they lead consumers to develop certain expectations of products. ©2009. Recommended: HS/PS

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**It's a Brand, Brand, Brand World!** (PowerPoint)

PSW-PM-006-4...\$49.95 (Member: \$35.95)

### Mix & Match (Nature of the Product Mix)

Every business must decide what products to offer. It's one of the most important decisions a company ever makes. By watching the market carefully and changing their products accordingly, businesses meet customers' changing needs and wants. ©2009. Recommended: HS/PS

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**Mix & Match** (PowerPoint)

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## LAP Modules (Continued)



### Rapping Up Products (Nature of Product/Service Management)

Product/service management is a specific marketing function, and it plays a significant role in a business's overall marketing success. Products must be well managed through the stages of introduction, growth, maturity, and decline. ©2009.

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**Rapping Up Products** (PowerPoint)

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### Stand Out (Unique Selling Proposition)

Successful companies make an impression on customers by separating themselves from the competition in a unique way. They want customers to think of them—automatically—when certain needs or wants arise. USPs are one of the ways they accomplish this goal. ©2008. Recommended: PS/AD

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**Stand Out** (PowerPoint)

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### Unleash Your Oh! Zone

Find out where people get their ideas for new products. Learn techniques that you can use individually or with a group to generate product ideas. ©2005.

Recommended: HS/PS

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**Unleash Your Oh! Zone** (PowerPoint)

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Continued

# Product/Service Management

## LAP Modules (Continued)

### Sports-Related Product Management



#### More Than a Ticket (Elements of the Sport/Event Product)

Sport/Event products are all around us, every day—at home, at school, at work, in the car. Their unique characteristics make marketers' jobs unique as well. ©2005.

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More Than a Ticket (PowerPoint)

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#### Permission Granted

Learn about the legal considerations involved with developing a licensing program, including the importance of trademarks. Explore the process of development, step by step. ©2005. Recommended: PS/AD

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Permission Granted (PowerPoint)

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#### Play the Name Game

In today's competitive market, businesses want to stand out and be noticed. Using celebrity endorsers makes consumers pay attention and gets them to buy. ©2005. Recommended: HS/PS

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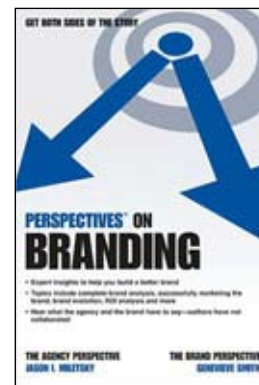
## Reference Books



### Perspectives on Branding

Who's the real branding expert: the agency or the brand? Each has a different approach to what brand building's really all about and the methods needed to generate consumer loyalty. Each approaches brand building strategies from a different angle - a different perspective - and without understanding both points of view, the picture is never fully complete. Perspectives on Branding is the first book to offer both sides of the story. ©2009. Length: 276. Recommended: PS

RB-09-161-4...\$29.99 (Member: \$28.50)



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### Product Planning and Development

The product planning and development process is very complex and basically determines whether or not a company will achieve its goals and be successful.

This presentation discusses the key components of coming up with new product ideas and then developing them to be introduced into the market. The product mix is examined and students are shown how it is incorporated into the planning and development process. This presentation also goes into detail about the main decisions that are made regarding planning and development, and how they can affect the overall success of products. ©2009. Length: 64. Recommended: HS

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