

sia, 2019

diterbitkan semula,
bentuk atau dengan
serta rakaman dan
terlebih dahulu.

ced or transmitted
ding photocopy,
ithout permission

sia by
SIA
YSIA

he

IL

v

SIA
YSIA

by

YSIA

an-dalam-Penerbitan /
n-Publication Data

now /

Malaysia.

Contents

<i>List of Tables & Figures ...</i>	7
<i>Preface ...</i>	9
CHAPTER 1	The Concept of Customer-Brand Relationship ... 11
CHAPTER 2	The Theory and Process of Customer-Brand Relationship ... 26
CHAPTER 3	Customer Value, Brand Relationship Quality and Brand Resonance Linkages ... 47
CHAPTER 4	The Role of Customer-Brand Relationship Quality in the Customer Values and Brand Resonance Linkage ... 58
CHAPTER 5	Looking Forward Towards Customer-Brand Relationship ... 65
	<i>References ...</i> 71
	<i>Index ...</i> 81