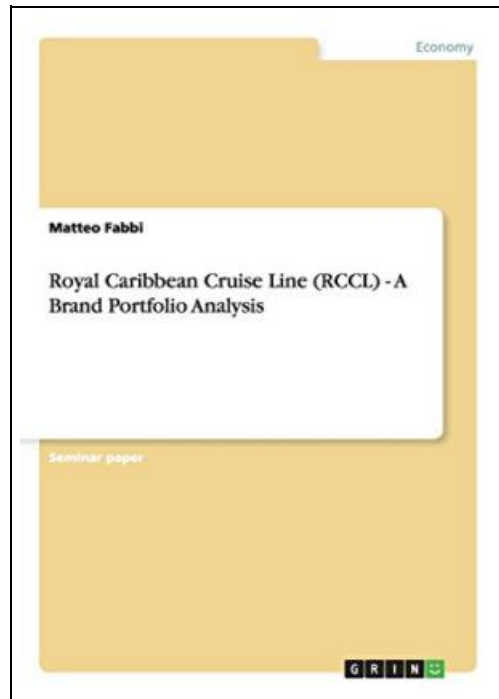


Royal Caribbean Cruise Line (Rccl) - A Brand Portfolio Analysis



Filesize: 6.24 MB

Reviews

The ideal publication i at any time go through. It is actually rally fascinating throgh reading through time. I am pleased to inform you that this is actually the greatest book i have got read through during my individual existence and might be he best book for at any time.
(Alexandre Cruickshank)

ROYAL CARIBBEAN CRUISE LINE (RCCL) - A BRAND PORTFOLIO ANALYSIS

[DOWNLOAD](#)

Grin Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 70, University of Westminster, course: Branding Management, language: English, abstract: Corporate brands are defined by many as one of the most fascinating phenomena of the 20th century's business environment. In today's reality they are also considered sometimes as a religion, a belief, or even a lifestyle; they are adored, venerated, and coveted, by people and organizations alike (Keller, 2008). Balmer in his article Corporate Brands: what are they? What of them? (2003), defined corporate brands as a product of an organization's corporate strategy, mission, image, and activities, which communicates brand values and in the meantime affords a means of differentiation from their competitors. It is also said to enhance the esteem and loyalty of the stakeholders for the organization. This paper will give an examination of the nature, the typology and the management of a well-known corporate brand operating in the Tourism industry: Royal Caribbean Cruises Line Ltd (RCCL). Adam Weaver in his article Complexity at sea: Managing brands within the cruise industry (2008), stresses how in the late eighties, corporate consolidation within the cruise industry, had as a result many cruise brands to be a part of a brand portfolio. In the complexity of the cruise industry, culture, languages and country of origins represent a major challenge for managers when adapting their brands across an international environment and portfolios are always bigger (Weaver, 2008). Originally Royal Caribbean Cruise LTD's strategy to overcome the complexity of this issue has been to opt for a Global brand strategy instead of a multiple decentralized local brands strategy, which on the other hand, has been Carnival Corporation's...

[Read Royal Caribbean Cruise Line \(Rccl\) - A Brand Portfolio Analysis Online](#)[Download PDF Royal Caribbean Cruise Line \(Rccl\) - A Brand Portfolio Analysis](#)

See Also

**Dog on It! - Everything You Need to Know about Life Is Right There at Your Feet**

14 Hands Press, United States, 2013. Paperback. Book Condition: New. 198 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Have you ever told a little white lie? Or maybe a...

[Download Document »](#)

**DK Readers Disasters at Sea Level 3 Reading Alone**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in.From fog, ice, and rocks to cannon fire and torpedo attacks--read the story of five doomed sea voyages and the fate...

[Download Document »](#)

**Because It Is Bitter, and Because It Is My Heart (Plume)**

Plume. PAPERBACK. Book Condition: New. 0452265819 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with...

[Download Document »](#)

**Way it is**

Second Story Press. Paperback. Book Condition: new. BRAND NEW, Way it is, Donald Reid, It's the 1960s - the time for equal rights, peace, and love. But for Ellen Manery, it's the time to work...

[Download Document »](#)

**Trucktown: It is Hot (Pink B)**

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Trucktown: It is Hot (Pink B), Jon Scieszka, This title is part of Bug Club, the first whole-school reading programme that joins books with an online...

[Download Document »](#)