



# Encyclopedia of Consumer Brands - Personal Products

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From Timex to Rolex and from Levi's to Liz Clairborne, brand names conjure up definite images in the minds of most Americans. While brand loyalty may be going the way of the Edsel, the importance of product brands can't be easily dismissed.

The 3-vol. *Encyclopedia of Consumer Brands* is the first reference of its kind to compile the origin, evolution and current market status of some of the world's most recognizable consumer brands. It's unrivaled comprehensive scope and generous article length make it a valuable reference for students, librarians, job seekers, advertising and business professionals and other researchers who want to learn about the historical and modern development of products that have impacted American culture.

Each volume of the *Encyclopedia* contains approximately 200 entries, written in case-study style, that highlight interesting details including how a product originated and was first marketed, how it developed commercially and how it fares today compared with its competitors and its own past history. Peppered throughout are fun facts and amusing anecdotes pertaining to the famous -- or infamous -- marketing strategies and advertising campaigns that managed to capture the sometimes jaded viewers' attention.

Special features found throughout the *Encyclopedia* strengthen its usefulness. Look for helpful at-a-glance data boxes offering vital statistics including market share, major competitors, advertising agencies, parent company, address, phone and fax numbers. Researchers needing supplemental information can turn to the end of each entry for sources for further reading. Easy-to-use brand name, company and persons, advertising agency and category indexes allow users to quickly locate and cross-reference brand information.

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