

The shared management and ownership of corporate brands: the case of Hilton

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The dual institutional ownership and management of corporate brands is an under-researched organisational phenomenon. The authors' examination of the Hilton hotel brand, during a period of joint ownership, revealed a discrepancy between brand promise and delivery. This failure is attributed to a narrow conceptualisation of corporate brand management: an undue emphasis on corporate identity; a failure to align corporate identity with the corporate brand covenant; undue prominence being accorded to the trappings of corporate branding (corporate communications and visual identity); and insufficient attention being given to the substance of corporate brand management (calibrating brand promise with brand quality, consistency and delivery). In theoretical terms it is concluded that there is bilateral dependence between corporate identity and corporate brand identity; they are mutually reliant. Whereas corporate brands have their roots in corporate identities, the management of corporate brands require the alignment of corporate identity/corporate identities with the corporate brand in a meaningful way. In practical terms, the authors aver that it is imperative that general managers make a distinction between corporate identity (the traits of both organisations) and the corporate brand identity (the promise/covenant that underpin a corporate brand); corporate brand management requires the orchestration of both. The phenomenon of the dual institutional ownership/ management of corporate brands requires the meaningful and dynamic calibration of three identity types: the corporate brand identity and the two corporate identities that own, and jointly manage, the corporate brand. Many of the difficulties experienced by the Hilton brand are attributable to a lack of appreciation of the aforementioned.

Introduction

To date, the shared ownership and management of corporate brands has not been subject to in-depth scrutiny on the part of management scholars. The research presented here aims to make both a theoretical and practical contribution to the understanding of (a) the nature and (b) management of this type of corporate brand. The research also has the potential to shed light on corporate brand management *per se*. The focus is on the Hilton hotel brand which, when the study commenced, was jointly owned and managed by two entities. The first was the US-owned Hilton Hotels Corporation (HHC), which mainly operated within the confines of the USA and Mexico. The

Hilton Brand Standards Manual 2013

Saurabh Kumar Dixit



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Hospitality Branding, Volume 2 Chekitan S. Dev, 2025-04-15 The second volume of Hospitality Branding brings together new insights and case studies that reflect evolutions in the study of hospitality branding In recent years the brand has become preeminent as the key to success Previously business strategy started with marketing and incorporated branding as one of its elements today the brand drives marketing within the larger hospitality enterprise and has become the chief organizing principle for most hospitality organizations Chekitan S Dev shows how the urgent battle for market share among brands requires savvy industry leaders to carefully assess social trends and consumer behaviors before implementing ever more elaborate and sophisticated amenities or deploying social media as marketing tools Combining Dev's own insights into what works and what doesn't in promoting hospitality brands with the hard earned wisdom of global hospitality leaders Hospitality Branding Volume 2 presents widely applicable case studies and candid conversations to assist hospitality organizations in surviving evolving and thriving in today's competitive global business ecosystem **The Routledge**

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Colorado Brand Book ,1988 Return to Glory! Robert Ackerson,2013 This book chronicles the development and racing career of a car regarded as the ultimate example of the purebred sports car of the 20th century and the epitome of functional beauty and extraordinary performance the 1952 Mercedes Benz 300 SL Taking second place at its 1952 Mille Miglia debut it went on to win every one of its races that season **Federal Appellate Procedure Manual** Alex Kozinski,John K. Rabiej,2014-08-01 During the past quarter century most of the individual rules of the Federal Rules of Appellate Procedure FRAP have been amended to account for new laws case law development practices and technology New provisions and rules were also added addressing privacy concerns arising from electronic case filings made publicly available on the internet citation of unpublished court opinions electronic means of service filing of cross appeals computation of time periods entry of judgment and corporate disclosure requirements The Federal Appellate Procedure Manual offers a convenient up to date reference source for both new and experienced practitioners that provides unique insights into FRAP and appellate practice from authors who shared first hand experience in the rulemaking process The Manual begins with several sections on the jurisdiction of courts of appeals focusing on the final decision doctrine The remaining sections concentrate on FRAP rules that deal with civil cases excluding for the most part consideration of habeas corpus administrative agency decisions Tax Court rulings and criminal cases The Manual highlights key passages in the FRAP Committee Notes most pertinent to understanding the rules The copious citations to very recent case law throughout the Manual account for the many amendments and new FRAP rules and evolving case law jurisprudence Key Concepts in

Hospitality Management Roy C Wood, 2013-02-01 Accessibly written and thoughtfully edited making it essential reading for those studying hospitality and embarking on a career in the industry Peter Lugosi Oxford School of Hospitality Management This text is a fascinating read Roy Wood has spent 25 years teaching researching and writing on the hospitality industry much of that learning is here in this book Erwin Losekoot Auckland University of Technology All different aspects of the hospitality industry are elaborated on All in all a wonderful course book for for our students Claudia Rothwangl ITM College This book covers the major concepts students are likely to encounter throughout their study within the hospitality management giving a comprehensive and up to date overview as well as providing engaging everyday examples from around the world A leading figure in the field Roy Wood has successfully gathered international contributors with direct experience of hospitality management and the hospitality industry as a whole ensuring the academic geographical and practical integrity of the book Key Concepts in Hospitality Management is written for undergraduate students and those studying short postgraduate or executive education courses in hospitality management events management tourism management and leisure management

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Federal Contract Compliance Manual United States. Office of Federal Contract Compliance Programs, 1990

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