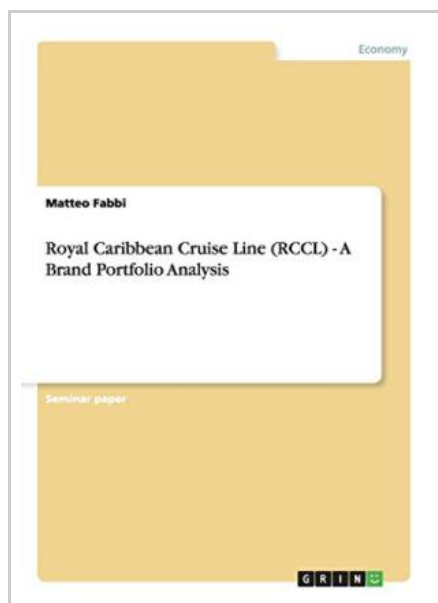




Royal Caribbean Cruise Line (Rccl) - A Brand Portfolio Analysis

By Matteo Fabbi

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 Ltd (RCCL). Adam Weaver in his article Complexity at sea: Managing brands within the cruise industry (2008),...



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