Contents

List of figures vii
List of tables viii
List of contributors xi
Preface xv

1 Brands and marketing Geoffrey Jones 1

Part I Concepts and debates

2 When and why brand names in food and drink? Mira Wilkins 15

3 Brands: economic ideology and consumer society Mark Casson 41

4 Brands and the alcoholic drinks industry V. N. Balasubramanyam and M. A. Salisu 59

5 Brand accounting in the United Kingdom Christopher Napier 76

Part II Alcoholic drinks

6 Selling beer in Victorian Britain Richard G. Wilson 103

7 Marketing and competition in Danish brewing Hans Chr. Johansen 126

8 Managing decline: brands and marketing in two mergers, 'The Big Amalgamation' 1925 and Guinness—DCL 1986 R. B. Weir 139
Contents

9 The empire strikes back: marketing Australian beer and wine in the United Kingdom
  David Merrett and Greg Whitwell 162

Part III Food and non-alcoholic drinks

10 The pause that refreshed the world: the evolution of Coca-Cola’s global marketing strategy
  August W. Giebelhaus 191

11 Best-practice marketing of food and health drinks in Britain 1930–70
  T. A. B. Corley 215

12 Brands and breakfast cereals in Britain
  E. J. T. Collins 237

13 Marketing convenience foods between the wars
  Vernon Ward 259

Part IV Retailing

14 Multiple retailing and brand image: an Anglo-American comparison 1860–1994
  Bridget Williams 291

15 Delivering quality: the role of logistics in the post-war transformation of British food retailing
  Leigh Sparks 310

Index 336