Editorial

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It is our pleasure to introduce this special issue ‘Branding across industries in the European and Mediterranean Region’ in the *Journal of Brand Management*.

The guest editors appreciate *all* of the submissions made and thank all of the authors, regardless of whether their work was accepted. Unfortunately, a number of quality papers could not be included because reviewers and guest editors considered that they did not quite match all of the very demanding requirements of the *Journal of Brand Management*. Collectively, the eight papers provide an interesting picture of branding in various sectors in the twenty-first century in the European and Mediterranean Regions. Below is a brief overview of the empirical and conceptual papers in the special issue, and their contributions.

The first paper ‘Wine Branding: A Framework for Consumer-Centred Planning’ by Vrontis, Thrassou and Czinkota explores the practices, beliefs and attitudes of both wine producers and wine consumers in Cyprus to identify the factors that affect the industry. The research is primary data based, and it makes extensive use of qualitative and quantitative methods, and introduces a preliminary framework for consumer-centred planning, specific to the wine industry of Cyprus, but – subject to testing – potentially adaptable to many other countries as well.

The paper by Priporas and Kamenidou focuses on university branding, where studies are limited. The paper entitled ‘Perceptions of potential postgraduate Greek business students towards UK universities brand and brand reputation’ searches the importance

of UK business schools’ brand reputation as a criterion of choice for postgraduate studies by Greek university students. The qualitative data analysis identified elements that partially confirms the findings and conclusions of earlier studies in the field, and also recognizes that home university professors might play a role in the formation of the recommended foreign B-schools’ brand reputation.

In ‘Branding familiness in tourism family firms an exploratory case study of familiness’ by Presas, Muñoz and Guia, a conceptual model is introduced, focusing on the creation and development of a family corporate brand in tourism family firms and their effects, whereas the case shows how the particular family values or familiness on which the brand is built supports sustainable practices of tourism development.

The paper ‘Development of a conceptual framework for brand loyalty: A Euro-Mediterranean perspective’ by Kabiraj and Shanmugan introduces a conceptual model by incorporating brand loyalty issues for the region. The most important implication of the model is its focus on the importance of trust for developing brand loyalty in the Euro-Mediterranean region, which helps in customer retention that ultimately leads to long-term benefit of the firm.

The empirical paper ‘Corporate brand equity and loyalty in B2B markets: A study among logistics service purchasers’ by Juntunen, Juntunen and Juga widens the traditional brand equity discussions into corporate level by examining whether corporate brand equity results in customer loyalty in B2B services context. A tentative model was created and tested by using

empirical survey data collected from Finnish industrial logistics service purchasers. On the basis of the findings, loyalty is neither a component of nor an outcome of brand equity. Instead, brand image results in loyalty.

The empirical paper entitled 'Branding relationship in financial services: paradigm shift in Mediterranean countries' by Petruzzellis, Romanazzi and Tassiello focuses on Italian financial services and tries to identify the key brand dimensions in financial services, as few financial services brands have emotional values that can differentiate the company even though they call for credibility and sincerity in their choice. This study highlights that social and local habits seem to affect consumer behaviour. In fact, consumers pay more attention to human contact, stressing therefore the importance of a vis-à-vis relation, thus proving a Mediterranean way to financial services.

The paper 'Brand Strategies of Jordanian Telecommunications Service Providers' by Alamro and Rowley contributes to the limited research into brand strategy in both the telecommunications sector and in Middle Eastern countries, as it reports findings from an exploratory research into the brand strategy of the telecommunications service providers in Jordan. The study demonstrates the extent to which the evolution of competitive strategy and brand strategy

are interwoven, and generates a range of insights into successful brand strategies in this marketplace.

The final paper by Jurisic and Azevedo entitled 'Building Customer-brand relationships in the mobile communications market: the role of brand tribalism and brand reputation' is an empirical paper that explores the Portuguese mobile communications market from the relationship-marketing point of view and reviews the antecedents of customer-brand relationships. Although mobile communication providers are all implementing marketing strategies based on emotions, not all of them reach the same level of attitude towards their brand, reputation, tribalism or satisfaction with the brand.

Finally, we thank the reviewers and extend our gratitude for their excellent and constructive job. In addition, we also thank the Editors-in-Chief, T. C. Melewar, and T. Abimbola, for the opportunity to serve the *Journal of Brand Management*.

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