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Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity, and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and

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long-term brand decisions and thus improving the long-term profitability of specific brand strategies. Finely focused on “ how-to ” and “ why ” throughout, it provides specific tactical guidelines for ...

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An excellent contribution." -- David Aaker, Professor of Marketing Strategy, "University of California at Berkeley," Author of Building Strong Brands "After reading Strategic Brand Management, my associations' with the Kevin Keller brand of marketing thinking: strong, favorable, and unique! But not

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looks at branding from
the perspective of the
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a framework that
identifies, defines, and
measures brand equity.

Using insight from both

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have appeared on the subject of brands and branding but Strategic Brand Management by Keller, given a global reach by Aperia and Georgson in this excellent European version, is surely the gold standard. This work is, quite simply, the best in its field.'

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Keller looks at branding
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the consumer, and provides a framework that helps students and managers identify, define, and measure brand equity. Using insight from both academics and industry practitioners, the text draws on illustrative examples and case studies of brands marketed in ...

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gold standard. This
work is, quite simply,
the best in its field.'

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Management - Kevin
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Professor Keller is currently conducting a variety of studies that address strategies to build, measure, and manage brand equity. In addition to Strategic Brand Management, which has been heralded as the “ bible of branding, ” he is also

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the co-author (with Philip Kotler) of the all-time best-selling introductory marketing textbook, Marketing Management, now in its 15 th edition.

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provides a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. Strategic brand management involves the design and implementation of marketing programmes and activities to build, measure, and manage

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brand equity. The book aims to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies.

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Georgson, Strategic
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Strategic brand management is based on choosing a suitable strategy for the brand ' s growth and the frequent updating of the strategy. This long-term sustainable policy makes it possible for a company to add value to its products and services. It is a collection of techniques that helps

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