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Incorporating the latest thinking and developments from both academia

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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 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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Strategic Brand Management - Pearson Education

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For courses in brand management. Create profitable brand strategies by building, measuring, and managing brand equity . Strategic Brand Management: Building, Measuring, and Managing Brand Equity looks at branding from the perspective of the consumer, and provides a framework that identifies, defines, and measures brand equity. Using insight from both academics and industry practitioners, the text draws on illustrative examples and case studies of brands marketed in the US and all over the world.

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Strategic Brand Management 1 1. BRANDING AND MARKETING PROMOTION STRATEGIES (Part I) Core Text : " Strategic Brand Management" by Kevin Lane Keller (2 nd Edition) Presented by: PROF. HIMMAT ADISARE 2. BRANDS AND BRAND MANAGEMENT Ref: Chapter 1 of Core Text 3.

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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 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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Strategic Brand Management 2e 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 brand equity. The book aims to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies.

Keller, Aperia & Georgson, Strategic Brand Management: A ...

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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 to create a unique identity for an organisation by ...

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