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Strategic Brand Management Keller 4th

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By Kevin Keller Strategic Brand Management (4th Fourth Edition) [Paperback] Paperback - December 17, 2011

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Strategic Brand Management [4th Edition] by Keller, Kevin ...

Professor Keller is acknowledged as one of the international leaders in the study of strategic brand management and integrated marketing communications. He is currently conducting a variety of studies that address strategies to build, measure, and manage brand equity.

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Strategic Brand Management 4th Edition

Managing Brand Equity Kevin Lane Keller Tuck School of Business Dartmouth College Vanitha Swaminathan Katz Graduate School of Business University of Pittsburgh Strategic Brand Management Fifth Edition A01_KELL2498_05_SE_FM.indd 3 29/12/2018 02:48

Strategic Brand Management - Pearson Education

Keller, Strategic Brand Management, 3e provides insights into how to create profitable brand strategies by building, measuring, and managing brand equity. Features For students, managers and senior executives studying Brand Management.

Keller, Strategic Brand Management | Pearson

Keller's Brand Equity Model is also known as the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller, a marketing professor at the Tuck School of Business at Dartmouth College, developed the model and published it in his widely used textbook, "Strategic Brand Management." The concept behind the Brand Equity Model is simple: in order to ...

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Keller's market leading strategic brand management book provides insights into profitable brand strategies by building, measuring, and managing brand equity. The Global Edition strengthens relevance by using locally applicable examples that include Scoot, Hyundai, Etisalat, Qantas, Uniqlo, Mambo. This Global Edition has been edited to include enhancements making it more relevant to students outside the United States.

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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 ...

Keller & Swaminathan, Strategic Brand Management: Building ...

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Professor Keller is currently conducting a variety of studies that address strategies to build, measure, and manage brand equity. His textbook on those subjects, Strategic Brand Management, in its fourth edition, has been adopted at top business schools and leading firms around the world and has been heralded as the “bible of branding.”

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