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In Strategic Brand Management: Building, Measuring, and Managing
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perspective of 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
the US and all over the world.

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Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition. Kevin Lane Keller. Incorporating the latest industry thinking and developments, this exploration of brands, brand equity, and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights

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Strategic Brand Management, Fourth Edition [Book]

Managing Brand Equity Kevin Lane Keller Tuck School of Business

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Brands with a strong equity are no accident – they are a result of thoughtful and imaginative planning and a strategic brand management process. Firms launching a new product need to carefully and creatively craft brand strategies and tactics to maximize the probability of success.

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