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Create profitable brand strategies by building, measuring, and managing brand equity. Kevin Lane Keller is recognized as one of the international leaders in the study of strategic brand management and integrated marketing communications. In Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Keller looks at branding from the perspective of the consumer, and provides a framework that helps students and managers identify, define, and measure brand equity.

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Brand Management (M) Coordinating Unit: Business School: Term: Semester 1: ... "Customer Based Brand Equity" (Chapter 2) in Keller, K.L., Strategic Brand Management: Building, Measuring and Managing Brand Management (International Third Edition) Pearson, 9780132336222 Reading 2: Keller, K.L., "Brand Positioning and Values" (Chapter 3 ...

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Kevin Lane Keller is an international leader in the study of brands, branding, and strategic brand management, with research focused on improving marketing strategies through an understanding of consumer behavior. He has served as a consultant and advisor to marketers for some of the world's most successful brands.

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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 ...

Keller's cases examine the strategic brand management process, best practice guidelines, and how to best build and manage brand equity. For executives and managers in marketing and/or brand management. This book is suggested for use with Strategic Brand Management, 2e, also by Kevin Lane Keller and published by Prentice Hall.

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