

Strategic Brand Management 4th Edition

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~~MANAGEMENT~~ ~~MODULE 1~~ Strategic Brand Management - What Is Brand Management? Semester-9_Brand Marketing_Introduction to the Subject Study Strategic Brand Management **What is brand management? Proactive vs. Reactive brand management strategy | #ChiaExplains**

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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. Using insight from both academics and industry practitioners, the text draws on

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illustrative examples and case studies of brands marketed in the US and all over the world.

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Keller, Strategic Brand Management: Global Edition, 4th ...

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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 for making better day-to-day and long-term brand decisions—and thus improving the long-term profitability of specific brand strategies

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Strategic Brand Management approaches the subject of brand management from a unique socio-cultural perspective, providing students with an understanding of the dynamics of the subject and enabling them to engage with the issues that lie within. Whilst adopting this innovative framework, the book also integrates more traditional notions of the brand in terms of equity and positioning.

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