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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 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 4th Edition. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition. 4th Edition. by Kevin Keller (Author) 4.2 out of 5 stars 88 ratings. ISBN-13: 978-0132664257. ISBN-10: 0132664259.

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The Strategic Brand Management Keller 4th Edition Pdf adopts an innovative socio-cultural perspective that provides students with an understanding of the dynamics of the field and enables them to engage with the issues that lie within. At the same time, the text also integrates more traditional notions of the brand in terms of equity and positioning.

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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 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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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

Strategic Brand Management by Kevin Lane Keller, 4th Edition PDF Download, By Kevin Lane Keller, ISBN: B00N4F6WH8, WHAT IS THE BOOK ABOUT? This book deals with brands – why they are important, what they represent to consumers, and what firms should do to manage them

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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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Strategic Brand Management (3rd Edition) lays out a systematic approach to understanding the key principles of building enduring brands and presents an actionable framework for brand management. Clear, succinct, and practical, it is the definitive text on building strong brands.

Adopted internationally by business schools and MBA programmes, The New Strategic Brand Management is simply the reference source for senior strategists, positioning professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself. Using an array of international case studies, Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels and the comeback of local brands. This updated fifth edition of The New Strategic Brand Management builds on its impressive reputation, including new information to enable students and practitioners to stay up to date with targeting, adding recent research and market knowledge to the discipline. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka; plus models and frameworks such as the Brand Identity Prism; it remains at the forefront of strategic brand thinking.

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. While adopting this innovative framework, the book also integrates more traditional notions of the brand in terms of equity and positioning within that framework. Building on a solid theoretical underpinning, this textbook provides a rigorous grounding in the subject of brand management. The theory is applied to examples throughout, to enable students to understand the practical application. The framework for the book separates a brand's concept into functional and emotional parts, looking at purchases that fulfil a functional need and how these develop into emotional decision-making processes.

The twelve cases in this book, written by Kevin Lane Keller, one of the international leaders in the study of strategic brand management and integrated marketing communications, feature some of the world's most successful brands and companies, including Levi Strauss & Co., Intel, Nike, and DuPont. 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.

The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn

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