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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.

Strategic Brand Management:

Amazon.co.uk: Rosenbaum ...

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition. Kevin Lane Keller. 4.8 out of 5 stars 20. Paperback. \$69.90.

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Design a valuable brand star by building,
measuring, and managing brand equity

Kevin Lane Keller is one of the global
leaders in strategic management and
integrated marketing communications.

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KELLER, KEVIN, STRATEGIC BRAND MANAGEMENT: GLOBAL EDITION, 4th, © 1901. Reprinted by permission of Pearson Education, Inc., New York, New York. The four steps of

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the pyramid represent four fundamental questions that your customers will ask – often subconsciously – about your brand.

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