



Strategic Brand Management (3rd Edition)

Kevin Lane Keller

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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.

Finely focused on “how-to” and “why” throughout, it provides specific tactical guidelines for planning, building, measuring, and managing brand equity. It includes numerous examples on virtually every topic and over *75 Branding Briefs* that identify successful and unsuccessful brands and explain why they have been so. Case studies will familiarize readers with the real-life stories of Levi's Dockers, Intel Corporation, Nivea, Nike, and Starbucks.

For industry professionals from brand managers to chief marketing officers

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