

## Kevin Keller Strategic Brand Management Global Edition

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Strategic Brand Management: Building, Measuring, and ...

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.

Strategic Brand Management by Kevin Lane Keller

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Professor Keller is right now conducting various studies that deliver techniques to assemble, measure, and oversee brand value. Textbooks written by him on those subjects course reading on those subjects, Strategic Brand Management, has been embraced at top business schools and leading firms around the globe and has been proclaimed as the "Bible of Branding."

Strategic brand management by kevin lane keller

Keller's Brand Equity model is also known as the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller developed

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the model and published it in his widely used textbook, "Strategic Brand Management." Within a pyramid, the model highlights four key levels that you can work through to create a successful brand. These four levels are: Brand identity.

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Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke universities. At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on those topics.

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### Strategic Brand Management - Pearson Education

1. Ensure identification of the brand with customers and an association of the brand in customers' minds 2. Establish the totality of brand meaning in the minds of consumers 3. Elicit the proper customer responses to the brand identification and brand meaning 4.

### Chapter 2 (customer based brand equity) - SlideShare

Strategic Brand Management 2e provides a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. Strategic brand management involves the design and implementation of

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Create profitable brand strategies by building, measuring, and managing brand equity. Strategic Brand Management: Building, Measuring, and Managing Brand Equity looks at branding from the perspective of the consumer, and provides a framework that identifies, defines, and measures 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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