

Kevin Keller Strategic Brand Management Third Edition



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Strategic Brand Management: Building, Measuring And ...

strategic brand management building, measuring, and managing brand equity, kevin lane keller, 2003, medical, 788 pages. . brand leadership , david aaker, dec 11, 2012, business &

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kevin lane keller, strategic brand management, 3rd edition, prentice-hall, 2008. course objectives some of a firm's most valuable assets are the brands that it has invested in and developed over time. although manufacturing processes can often be duplicated, strongly held beliefs and attitudes

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kevin lane keller (2006), "measuring brand equity," in the handbook of marketing research: uses, misuses, and future advances, eds. rajiv grover and marco vriens, 546-568. kevin lane keller (2006), "strategic brand management process," in perspectives of modern brand management, ed. dr franz-rudolf esch.

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kevin keller: the chief purpose of strategic brand management is to provide 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 marketing programmes and activities to build, measure, and manage brand equity.

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kevin lane keller is the e. b. osborn professor of marketing at the tuck school of business at dartmouth college. keller's academic resume includes degrees from cornell, duke, and ... strategic brand management, has been adopted at top business schools and leading firms around the world. with the 12th edition published in march 2005, he is also ...

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Conceptualizing, Measuring, And Managing Customer-based ...

kevin lane keller conceptualizing, measuring, and managing customer-based brand equity the author presents a conceptual model of brand equity from the perspective of the individual consumer. customer-based brand equity is defined as the differential effect of brand knowledge on consumer re- sponse to the marketing of the brand.

