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Questions Keywords:
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Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity, and strategic brand

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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,

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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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gold standard. This work is, quite simply, the best in its field.'

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Lane Keller - Häftad ...

Professor Keller is currently conducting a variety of studies that address strategies to build, measure, and manage brand equity. In addition to Strategic

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Brand Management,
which has been heralded
as the “bible of
branding,” he is also the
co-author (with Philip
Kotler) of the all-time
best-selling introductory
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marketing programmes and activities to build, measure, and manage brand equity. The book aims to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies.

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management is based on choosing a suitable strategy for the brand's growth and the frequent updating of the strategy.

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collection of techniques
that helps to create a
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