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## Strategic Brand Management Keller Multiple Choice Questions

Incorporating the latest thinking and developments from both academia and industry, 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 ...

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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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Professor Keller is currently conducting a variety of studies that address strategies to build, measure, and manage brand equity. In addition to Strategic 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 marketing textbook, Marketing Management, now in its 15 th edition.

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Keller, Aperia & Georgson, Strategic Brand Management: A ...

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Strategic brand management is based on choosing a suitable strategy for the

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brand's growth and the frequent updating of the strategy. This long-term sustainable policy makes it possible for a company to add value to its products and services. It is a collection of techniques that helps to create a unique identity for an organisation by ...

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