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### Amazon.com: Strategic Brand Management: Building ...

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. He is also the co-author with Philip Kotler of the all-time best selling introductory marketing textbook, Marketing Management. Dr Tony Apéria is a Visiting Professor at Jönköping International Business School in Sweden.

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New - Co-author and award-winning scholar, professor, and branding consultant Vanitha Swaminathan joins Kevin Lane Keller -- one of the international leaders in the study of strategic brand management and integrated marketing communications, in this 5th Edition.

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Keller's Brand Equity model is also known as the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller developed 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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"Branding is in the midst of a renaissance, and Kevin Keller's Strategic Brand Management can be recommended as the reference source to all those concerned with building and managing brands. This is an exceptionally comprehensive treatment of the subject, full of valuable analytic and rich insights." - Al Silk, Professor Emeritus, Harvard ...

### **Strategic Brand Management : Kevin Lane Keller : 9780130411501**

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 ...

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Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at ... His textbook, 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 the co-author with Philip Kotler of the all-time best selling

### **Keller-Lehmann-Brands and Branding-final**

Professor Keller is acknowledged as one of the international leaders in the study of brands, branding, and strategic brand management. Actively involved with industry, he has worked on a variety of different types of marketing projects.

### **Kevin Lane Keller :: About Kevin Lane Keller**

In marketing, brand management begins with an analysis on how a brand is currently perceived in the market, proceeds to planning how the brand should be perceived if it is to achieve its objectives and continues with ensuring that the brand is perceived as planned and secures its objectives. Developing a good relationship with target markets is essential for brand management.

### **Brand management - Wikipedia**

Create profitable brand strategies by building, measuring, and managing brand equity Kevin Lane Keller is recognized as one of the international leaders in the study of strategic brand management and integrated marketing communications.

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