

## Strategic Brand Management A European Perspective

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### Strategic Brand Management A European

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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 worlds most successful brands.

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Strategic brand management : a European perspective. [Kevin Lane Keller; Tony Apéria; Mats Georgson] -- Brand equity is the main focus of this book, which provides readers with a valuable perspective and a common denominator to interpret the potential effects and trade-offs of various strategies and ...

### Strategic brand management : a European perspective (Book ...

Strategic Brand Management explores why brands are important, what they represent to consumers, and what should be done by firms to manage them properly. The main focus of the book is on brand equity which provides marketers with a valuable perspective and a common denominator to interpret the potential effects and tradeoffs of various strategies and tactics for their brands.

### Strategic Brand Management: A European Perspective - Kevin ...

Strategic Brand Management: A European Perspective Paperback – 29 Nov. 2011 by Dr Kevin Lane Keller (Author), Dr Tony Aperia (Author),

### Strategic Brand Management: A European Perspective: Amazon ...

Incorporating the latest industry thinking and developments, 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.

### Strategic Brand Management by Kevin Lane Keller

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### Strategic brand management : a European perspective (eBook ...

The author gives out three main ways to build brand equity, and describes a new way of thinking about integrated marketing. Also, we can know whether than brand building is good or not. The branding strategy should be adjusted with change in place.

### Amazon.com: Customer reviews: Strategic Brand Management ...

Keller K., Aperia T. & Georgson M., 2012, Strategic Brand Management: A European Perspective, Prentice Hall. You may also find it useful to read around core topics in the following texts: de Chernatony, L (2010) From brand vision to brand evaluation, Butterworth Heinemann, Oxford.

### Strategic Brand Management - University of Birmingham

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