

Strategic Brand Management Keller 4th Edition

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Strategic Brand Management - Better World Books

Kevin Lane Keller, an academic pioneer in the study of brands, branding and brand equity, will speak to CU-Boulder Leeds School of Business MBA students on Feb. 27 from 12:30 p.m. to 2 p.m. in room 218. Keller has served as brand adviser to marketers for some of the world's most successful brands, including Accenture, Disney, Ford, Intel, Levi-Strauss, Procter & Gamble and

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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.

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Kevin Lane Keller (born June 23, 1956) is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. He is most notable for having authored Strategic Brand Management (Prentice Hall, 1998, 2002, 2008 and 2012), a widely used text on brand management.

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Strategic Brand Management by Kevin Lane Keller

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