

Strategic Brand Management

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✓ Verified Book of Strategic Brand Management

Summary:

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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. Finely focused on how-to and why throughout, it provides specific tactical guidelines for planning, building, measuring, and managing brand equity. It includes numerous examples on virtually every topic and over 75 Branding Briefs that identify successful and unsuccessful brands and explain why they have been so. Case studies will familiarize readers with the real-life stories of Levi's Dockers, Intel Corporation, Nivea, Nike, and Starbucks. For industry professionals from brand managers to chief marketing officers.

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