

FIFTH EDITION

strategic



management

>>> Building, Measuring, and Managing Brand Equity

Kevin Lane Keller
Vanitha Swaminathan



Strategic Brand Management Building Measuring And Managing Brand Equity

Kevin Lane Keller



Strategic Brand Management Building Measuring And Managing Brand Equity:

Strategic Brand Management Kevin Lane Keller,1998 This volume provides a comprehensive up to date treatment of the subject of brands brand equity and strategic brand management It provides insights into how profitable brand strategies can be created by building measuring and managing brand equity **Strategic Brand Management, 3/E** Keller,2008 Keller Strategic Brand Management 3E Provides Insights Into How To Create Profitable Brand Strategies By Building Measuring And Managing Brand Equity Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition Kevin Lane Keller,Vanitha Swaminathan,2019-07-04 For courses in brand management Create profitable brand strategies by building measuring and managing brand equity Strategic Brand Management Building Measuring and Managing Brand Equity looks at 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 New co author and award winning scholar Vanitha Swaminathan joins Kevin Lane Keller on this exciting new 5th Edition This edition also features a greater focus on digital branding so students are aware of the exciting new opportunities and daunting challenges brands must face in connecting with today s consumers The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed

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Branding This paper will deal with the problem of Strategic Branding and Ambush Marketing in cases of eventmarks using the example of the trademark Fussball WM 2006 to illustrate the general problems arising from the application of eventmarks

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