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### Strategic Brand Management by Kevin Lane Keller

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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. Tuck School of Business at Dartmouth College. Verified email at dartmouth.edu ... Strategic brand management: Building, measuring, and managing brand equity. KL Keller, MG Parameswaran, I Jacob ... Brand synthesis: The multidimensionality of brand knowledge. KL Keller.

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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 ...

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Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. ... His textbook, Strategic Brand Management, in its 4th edition, has been adopted ...

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Keller ’ s market leading strategic brand management book provides insights into profitable brand strategies by building, measuring, and managing brand equity. The Global Edition strengthens relevance by using locally applicable examples that include Scoot, Hyundai, Etisalat, Qantas, Uniqlo, Mambo.

[Strategic brand management by kevin lane keller](#)

Bio. 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.

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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 world ’ s most successful brands.

“ Lessons in Building and Managing Strong Brands. ” — Kevin Lane Keller of Dartmouth College

Description. 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.

Strategic brand management : building, measuring, and ...

About Kevin Lane Keller. ... Strategic Brand Management. Professor Keller's textbook, Strategic Brand Management, has been adopted at top business schools and leading firms around the world and has been heralded as the "bible of branding." This exploration of brands, brand equity, and strategic brand management combines a comprehensive ...

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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.

Tuck School of Business | Kevin Lane Keller

Kevin Keller ©2013 | Pearson ... For students, managers and senior executives studying Brand Management. Keller ’ s market leading strategic brand management book provides insights into profitable brand strategies by building, measuring, and managing brand equity. The Global Edition strengthens relevance by using locally applicable examples ...

Keller's Brand Equity Model - Strategy Tools From ...

Professor Keller is right now conducting various studies that deliver techniques to assemble, measure, and oversee brand value. Textbooks written by him on those subjects course reading on those subjects, Strategic Brand Management, has been embraced at top business schools and leading firms around the globe and has been proclaimed as the "Bible of Branding."