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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.

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on illustrative examples and case studies of brands marketed in the US and all over the world.

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Strategic Brand Management 2e provides a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. Strategic brand management involves the design and implementation of marketing programmes and activities to build, measure, and manage brand equity. The book aims to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies.

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

1. Ensure identification of the brand with customers and an association of the brand in

customers' minds 2. Establish the totality of brand meaning in the minds of consumers 3. Elicit the proper customer responses to the brand identification and brand meaning 4.

Strategic Brand Management by Kevin Keller, Tony Aperia ...

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."

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Strategic Brand

Management: Building,

Measuring, and ...

Kevin Lane Keller is the E.

B. Osborn Professor of

Marketing at the Tuck

School of Business at

Dartmouth College.

Professor Keller has degrees

from Cornell, Carnegie-

Mellon, and Duke

universities. At Dartmouth,

he teaches MBA courses on

marketing management and

strategic brand management

and lectures in executive

programs on those topics.

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 identity.