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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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KELLER, KEVIN, STRATEGIC BRAND MANAGEMENT: GLOBAL EDITION, 4th, © 1901. Reprinted by permission of Pearson Education, Inc., New York, New York. The four steps of the pyramid represent four fundamental questions that your customers will ask – often subconsciously – about your brand.

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