

STEPS

KEY CONCEPTS

Identify and Establish
Brand Positioning and Values

Mental maps
Competitive frame of reference
Points-of-parity and points-of-difference
Core brand associations
Brand mantra

Plan and Implement
Brand Marketing Programs

Mixing and matching of brand elements
Integrating brand marketing activities
Leveraging secondary association

Measure and Interpret
Brand Performance

Brand value chain
Brand audits
Brand tracking
Brand equity management system

Grow and Sustain
Brand Equity

Brand architecture
Brand portfolios and hierarchies
Brand expansion strategies
Brand reinforcement and revitalization

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Strategic Brand Management with Best Practice Cases in Branding Kevin Keller, 2007-06-13 This package contains the following components 013188865X Best Practice Cases in Branding for Strategic Brand Management 0131888595 Strategic Brand Management

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Best Practice Cases in Branding Kevin Lane Keller, 2003 The twelve cases in this book written by Kevin Lane Keller one of the international leaders in the study of strategic brand management and integrated marketing communications feature some of the world's most successful brands and companies including Levi Strauss Co Intel Nike and DuPont Keller's cases examine the strategic brand management process best practice guidelines and how to best build and manage brand equity For executives and managers in marketing and or brand management This book is suggested for use with Strategic Brand Management 2e also by Kevin Lane Keller and published by Prentice Hall

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Strategic Brand Management Brice Martin Elisha Stephens, 2018

Best Practice Cases in Branding Keller, 2008-09

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Advanced Brand Management Paul Temporal, 2002-04-08 This practitioner's guide goes beyond the basics of branding to reveal the sophisticated branding techniques implemented by some of the world's leading companies. It covers up-to-date strategies such as brand stretching and brand architecture.

Keller: Strategic Brand Management eBook GE 4e Kevin Lane Keller, 2013-11-06 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 that include Scoot, Hyundai, Etisalat, Qantas, Uniqlo, Mambo. 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 or 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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