

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

Strategic Brand Mgmt Set Txt Bestcases 2nd

Alexander Chernev



Strategic Brand Mgmt Set Txt Bestcases 2nd:

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Strategic Brand Management, 4th Edition Alexander Chernev, 2025-01-15 Strategic Brand Management outlines a systematic approach to understanding the key principles of building strong brands This book offers a cohesive framework for brand management highlighting the distinct role of brands in creating market value Topics covered include crafting a compelling value proposition designing brand attributes developing impactful communication campaigns managing brand portfolios cobranding brand repositioning managing brands over time protecting the brand measuring brand impact and

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