

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

Aaron Hackett



Strategic Brand Mgmt Set Txt Bestcases 2nd:

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

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 Strategic Brand Management Kevin Lane Keller, Tony Aperia, Mats Georgson, 2013-03-06 Over the last 25 years hundreds perhaps even thousands of books have appeared on the subject of brands and branding but Strategic Brand Management by Keller given a global reach by Aperia and Georgson in this excellent European version is surely the gold standard This work is quite simply the best in its field John Murphy founder of Interbrand Develop your brand management skills with practical insights from the industry Strategic Brand Management A European Perspective 2nd edition by Kevin Lane Keller Tony Aperia and Mats Georgson aims to equip managers with the tools and understanding to be able to improve the long term profitability of their brand strategy This edition incorporates the latest thinking and developments from academics and industry professionals in the field providing you with a balance of theory and practical knowledge The chapters guide you systematically through the main topics from the subject of brands to brand equity and strategic brand management including the design and implementation of marketing programmes The text also contains activities to guide your learning and teach you how to build measure and manage brand equity The 2nd edition contains a range of updated features to accommodate your learning including Additional cases and examples from well known European brands are included to appeal to students outside the US New Brand Briefings spotlight brand management scenarios as experienced by real life companies and organisations showing you how brands are operated Case studies for this edition include Google Zara Ryanair Further coverage of channel management and B2B research on brands compared to the previous edition Combining practical insights with a strong theoretical foundation this text will assist you in your day to day managerial decisions as well as long term brand decisions

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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