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Kevin Lane Keller is recognized as one of the international leaders in the study of strategic brand management and integrated marketing communications. In Strategic Brand Management: Building, Measuring, and Managing Brand Equity , 4th Edition Keller looks at branding from the perspective of the consumer, and provides a framework that helps students and managers identify, define, and measure brand equity.

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Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. He is also the co-author with Philip Kotler of the all-time best selling introductory marketing textbook, Marketing Management. Dr Tony Apéria is a Visiting Professor at Jönköping International Business School in Sweden.

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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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Keller & Swaminathan, Strategic Brand Management: Building ...

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Strategic Brand Management - Pearson Education

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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.

Keller's Brand Equity Model - Strategy Tools From ...

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Tuck School of Business | Kevin Lane Keller

"Branding is in the midst of a renaissance, and Kevin Keller's

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Strategic Brand Management can be recommended as the reference source to all those concerned with building and managing brands. This is an exceptionally comprehensive treatment of the subject, full of valuable analytic and rich insights." - Al Silk, Professor Emeritus, Harvard ...

Strategic Brand Management : Kevin Lane Keller : 9780130411501

Kevin Lane Keller, Strategic Brand Management, 3rd edition, Prentice-Hall, 2008 Course Objectives Some of a firm's most valuable assets are the brands that it has invested in and developed over time ...

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Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at ... His textbook, Strategic Brand Management, has been adopted at top business schools and leading firms around the world. With the 12th edition published in March 2005, he is also the co-author with Philip Kotler of the all-time best selling

Keller-Lehmann-Brands and Branding-final

Professor Keller is acknowledged as one of the international leaders in the study of brands, branding, and strategic brand management. Actively involved with industry, he has worked on a variety of different types of marketing projects.

Kevin Lane Keller :: About Kevin Lane Keller

In marketing, brand management begins with an analysis on

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how a brand is currently perceived in the market, proceeds to planning how the brand should be perceived if it is to achieve its objectives and continues with ensuring that the brand is perceived as planned and secures its objectives. Developing a good relationship with target markets is essential for brand management.

Brand management - Wikipedia

Create profitable brand strategies by building, measuring, and managing brand equity Kevin Lane Keller is recognized as one of the international leaders in the study of strategic brand management and integrated marketing communications.

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