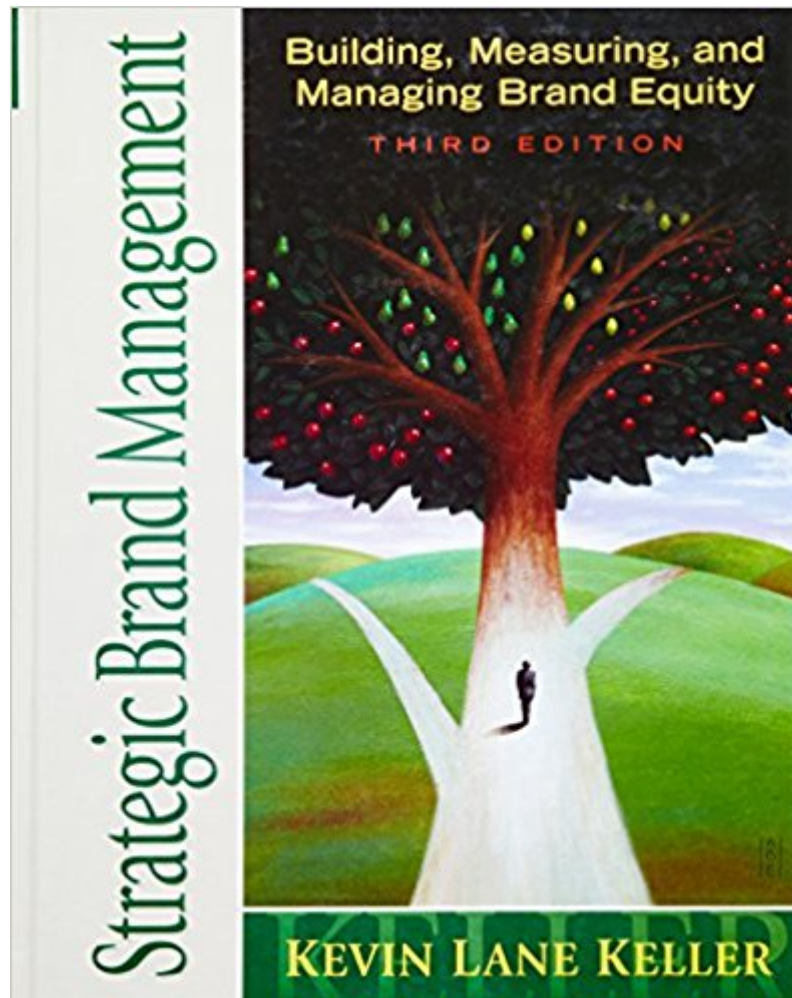




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Strategic Brand Management (3rd Edition)



Synopsis

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 decisionsâand thus improving the long-term profitability of specific brand strategies. Finely focused on âhow-toâ and âwhyâ throughout, it provides specific tactical guidelines for planning, building, measuring, and managing brand equity. It includes numerous examples on virtually every topic and over 75 Branding Briefs that identify successful and unsuccessful brands and explain why they have been so. Case studies will familiarize readers with the real-life stories of Levi's Dockers, Intel Corporation, Nivea, Nike, and Starbucks. For industry professionals from brand managers to chief marketing officers

Book Information

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Best Sellers Rank: #344,312 in Books (See Top 100 in Books) #87 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #551 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

It was not clear that this was the "India only" edition- and if it's India-only, I should not be able to order it for Europe... The content is very comprehensive but case studies are mostly irrelevant unfortunately. It's a shame.

The one marketing book that I wish I would've bought instead of renting. It had such great material in it that I would honestly probably read some of it on my own just because. There's great cases within the book to show actual examples and makes things very easy to understand!

Well organized. Great information.

This textbook worked very well for class. There were no pages missing and it helped me to a good grade. I recommend this textbook to anyone taking this course, or just looking to learn more.

The book was good and arrived on time

Required reading for me, but overall I found the text to be well written and kept my interest level. I actually looked forward to the vast amounts of reading required because it was interesting stuff. The end of chapter case studies sealed the deal. Loved them.

This is the best text book I've read to understand the concept of brands and brand management. It's a text book but very easy to read for anyone looking to develop their brand internally.

Always wonder if a global edition is an Indian edition ???

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