

Strategic Brand Management

Kevin Lane Keller



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Strategic Brand Management Kevin Lane Keller, Vanitha Swaminathan, 2020

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Strategic Brand Management Kevin Lane Keller, 2013-04-11 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book 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 decisions and thus improving the long term profitability of specific brand strategies

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detailed discussion of the process of brand management and development This book explores how organisations can design brand identities develop brand marketing programmes measure brand performance and sustain brand equity combining psychological sociological cultural and management perspectives It provides numerous examples that contextualise theory enabling the reader to understand how past and present branding campaigns and strategies can be deconstructed analysed and evaluated using these theoretical insights With end of chapter case studies on Burberry Juventus F C Pukka Herbs YO and many other European and global brands Strategic Brand Management and Development is an essential text for students in marketing brand management and consumer research or for anyone interested in understanding the extraordinary power and scope of brands and branding in contemporary post modern society

Strategic Brand Management Kevin Lane Keller,2015 *Strategic Brand Management: Building, Measuring and Managing Brands* John Dixon,2019-06-28 Brand management is the planning and analysis of the perceived image of a brand in the market The most important aspect of any brand is its relation to its target audience Tangible aspects like the look price and packaging of the product are essential elements of brand management Other elements like brand image brand perception brand awareness brand equity brand relation and consumer relation are pivotal for any brand to succeed in the market Some common branding strategies include multibranding strategy brand extension co branding and private branding strategy among many others Strategic brand management aims to improve the credibility of the brand and thereby increasing brand loyalty This book elucidates the concepts and innovative models around prospective developments with respect to strategic brand management It studies analyses and upholds the pillars of brand management and its utmost significance in modern times Those with an interest in this field would find this book helpful

Strategic Brand Management Jean-Noël Kapferer,1995 While many companies now recognize that one of their most valuable assets is their brands real brand management is still in its infancy Brand management begins with a consistent strategy which aims to define and manage a brand s identity and ultimately guarantee long term financial gains and competitive advantage

Strategic Brand Management Deborah Roedder John,Carlos J. Torelli,2018 This text provides readers with a framework of the four key aspects of strategic brand management building leveraging identifying and measuring and protecting brands Filled with the latest cutting edge research students will learn how to design strategies and tactics to effectively build and manage brands

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