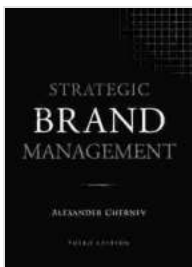


Strategic Brand Management 3rd Edition: A Comprehensive Guide to Building, Managing, and Measuring Brand Value

Strategic Brand Management 3rd Edition is the definitive guide to building, managing, and measuring brand value. This fully revised and updated edition includes the latest research and case studies on how to create and sustain strong brands.



Strategic Brand Management, 3rd Edition

by Alexander Chernev

★★★★☆ 4.8 out of 5

Language : English
File size : 45176 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 265 pages



The book is divided into three parts:

- **Part 1: The Foundations of Brand Management**
- **Part 2: Building and Managing Brands**
- **Part 3: Measuring and Managing Brand Value**

Part 1 provides an overview of the key concepts of brand management, including brand identity, brand positioning, and brand equity. **Part 2** covers the various aspects of brand building and management, including brand strategy, brand communication, and brand loyalty. **Part 3** discusses the importance of measuring brand value and the various methods that can be used to do so.

Strategic Brand Management 3rd Edition is an essential resource for anyone who wants to understand the principles of brand management and how to apply them to create and sustain strong brands. The book is written in a clear and concise style, and it is packed with practical examples and case studies.

Key Features of the 3rd Edition

- Fully revised and updated with the latest research and case studies
- New chapters on brand purpose, brand storytelling, and brand measurement
- Expanded coverage of digital brand management
- Integrated online resources, including downloadable templates and worksheets

What's New in the 3rd Edition?

The 3rd edition of **Strategic Brand Management** includes a number of new features and updates, including:

- New chapters on brand purpose, brand storytelling, and brand measurement

- Expanded coverage of digital brand management
- Integrated online resources, including downloadable templates and worksheets
- Updated case studies and examples throughout the book

Who Should Read This Book?

Strategic Brand Management 3rd Edition is an essential resource for anyone who wants to understand the principles of brand management and how to apply them to create and sustain strong brands. The book is written for a wide audience, including:

- Marketing managers
- Brand managers
- Entrepreneurs
- Business students

About the Authors

Kevin Keller is a marketing professor at the Tuck School of Business at Dartmouth College. He is the author of several books on brand management, including **Strategic Brand Management** and **Building Strong Brands**.

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Praise for Strategic Brand Management 3rd Edition

"**Strategic Brand Management 3rd Edition** is the definitive guide to brand management. It is a must-read for anyone who wants to understand the principles of brand management and how to apply them to create and sustain strong brands." - **Philip Kotler**, Professor of Marketing, Kellogg School of Management

"**Strategic Brand Management 3rd Edition** is a comprehensive and up-to-date guide to the latest thinking on brand management. It is a valuable resource for anyone who wants to stay ahead of the curve in this rapidly changing field." - **David Aaker**, Professor of Marketing, University of California, Berkeley

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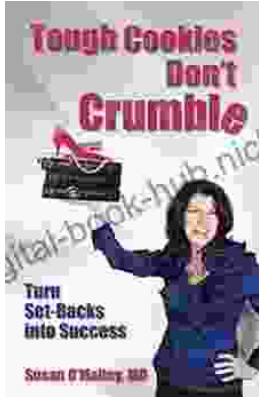
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