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Strategic Brand Management: Building, Measuring, and ...

This Paper Is Based On A Series Of Research Articles Written By The Author And Others, As Summarized In Keller, Kevin Lane (2008), Strategic Brand Management, 3rd Edition

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Kevin Lane Keller, an academic pioneer in the study of brands, branding and brand equity, will speak to CU-Boulder Leeds School of Business MBA students on Feb. 27 from 12:30 p.m. to 2 p.m. in room 218. Keller has served as brand adviser to marketers for some of the world's most successful brands, including Accenture, Disney, Ford, Intel, Levi-Strauss, Procter & Gamble and Starbucks. He also ...

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Chapter 1 (introduction to strategic brand management) 1. Strategic Brand Management 2. Adriana Lima – Brazilian Model 3. . • A brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.”

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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. Using insight from both academics and industry practitioners, the text draws on ...

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