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Kenan-Flagler Business School

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 Although manufacturing processes can often be duplicated, strongly held beliefs and attitudes

Kevin Keller Strategic Brand Management Third Edition

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Strategic Brand Management: Building, Measuring and ...

Strategic brand management building, measuring, and managing brand equity, Kevin Lane Keller, 2003, Medical, 788 pages Brand Leadership , David Aaker, Dec 11, 2012, Business & Economics, 352 pages Management fads come and go in the blink of an eye, but branding is here to ...

BM3506/BM210 Strategic Brand Management Course Overview

BM3506/BM210 Strategic Brand Management ____ Course Overview The brands that a firm has invested in and developed over time are typically their most valuable assets Product designs, manufacturing processes and other business processes may be easily copied, but a strong brand is something that cannot be easily reproduced

STRATEGIC BRAND MANAGEMENT - web.uncg.edu

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KOTLER ON STRATEGIC MARKETING - Glen L. Urban

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The New Branding Imperatives - Dartmouth College

Keller is acknowledged as an international leader in the study of brands, branding, and strategic brand management. He has served as a consultant and advisor to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi Strauss, Procter & Gamble, and SAB Miller.

Prescribed Booklist Semester One 2020 Bachelor of Business ...

3rd Revised Edition 2019 MAR101B Marketing 1 Introduction to Marketing: Cunningham, N Van Schaik Publishers 1st 2018 BM201B Brand Management Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN:9781292314969 Keller, KL and Swaminathan, V Pearson Prentice Hall 5th (Global edition) 2020 BM202B Business Management 2

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Strategic Brand Management - Building, Measuring and Managing Brand Equity, 3rd Edition (Prentice Hall, Inc, 2008 ISBN: 978-0-273-70632-8) Illustrate an understanding of the brand management process through case study analysis and discussion 4

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