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62: Kevin Lane Keller always wants to be

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<u>Amazon.com: Strategic Brand Management:</u> <u>Building ...</u>

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Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition. Kevin Lane Keller. 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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[Book]

Managing Brand Equity Kevin Lane Keller Tuck School of Business Dartmouth College Vanitha Swaminathan Katz Graduate School of Business University of Pittsburgh Strategic Brand Management Fifth Edition A01_KELL2498_05_SE_FM.indd 3 29/12/2018 02:48

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Brands with a strong equity are no accident — they are a result of thoughtful and imaginative planning and a strategic brand management process. Firms launching a new

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