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"Lessons in Building and Managing Strong Brands." – Kevin Lane Keller of Dartmouth College
Keller's market leading strategic brand management book provides insights into profitable brand strategies by building, measuring, and managing brand equity. The Global Edition strengthens its relevance by using locally applicable examples that include Scoot, Hyundai, Etisalat, Qantas, United

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Strategic brand management : building, measuring, and ...

Kevin Lane Keller is an international leader in the study of brands, branding, and strategic brand management, with research focused on improving marketing strategies through an understanding of consumer behavior. He has served as a consultant and advisor to marketers for some of the most successful brands.

Strategic Brand Management By Kevin Lane Keller | Used ...

Kevin Lane Keller (born June 23, 1956) is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. He is most notable for having authored Strategic Brand Management (Prentice Hall, 1998, 2002, 2008 and 2012), a widely used text on brand management.

Keller, Strategic Brand Management, 4th Edition | Pearson

"Branding is in the midst of a renaissance, and Kevin Keller's Strategic Brand Management can be recommended as the reference source to all those concerned with building and managing brands. It offers an exceptionally comprehensive treatment of the subject, full of valuable analytic and rich insights."

Amazon.com: Strategic Brand Management: Building ...

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition
Hardcover. Kevin Lane Keller. 3.9 out of 5 stars 38. \$243.75. Best Practice Cases in Branding
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Strategic Brand Management: Building, Measuring, and ...

Keller's Brand Equity model is also known as the Customer-Based Brand Equity (CBBE) Model.
Lane Keller developed the model and published it in his widely used textbook, "Strategic Brand
Management." Within a pyramid, the model highlights four key levels that you can work through
to create a successful brand. These four levels are: Brand ...

Kevin Lane Keller - Google Scholar Citations

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Kevin Lane Keller. Tuck School of Business at Dartmouth College. Verified email at dartmouth.edu
Strategic brand management: Building, measuring, and managing brand equity. KL Keller, MG
Parameswaran, I Jacob ... Brand synthesis: The multidimensionality of brand knowledge. KL Keller

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Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at
Dartmouth College. ... His textbook, Strategic Brand Management, in its 4th edition, has been

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Keller's Brand Equity Model - Strategy Tools From ...

About Kevin Lane Keller. ... Strategic Brand Management. Professor Keller's textbook, Strategic
Management, has been adopted at top business schools and leading firms around the world and
has been heralded as the "bible of branding." This exploration of brands, brand equity, and strategic
management combines a comprehensive ...

Strategic Brand Management by Kevin Lane Keller

Description. Create profitable brand strategies by building, measuring, and managing brand equity.
Kevin Lane Keller is recognized as one of the international leaders in the study of strategic brand
management and integrated marketing communications.

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Bio. Kevin Lane Keller is an international leader in the study of brands, branding, and strategic

management, with research focused on improving marketing strategies through an understanding of consumer behavior.

Strategic Brand Management (3rd Edition): Kevin Lane ...

Kevin Lane Keller is an international leader in the study of brands, branding, and strategic brand management, with research focused on improving marketing strategies through an understanding of consumer behavior. He has served as a consultant and advisor to marketers for some of the most successful brands.

Tuck School of Business | Kevin Lane Keller

Incorporating the latest industry thinking and developments, this exploration of brands, branding, 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, improving the long-term profitability of specific brand strategies.

Kevin Lane Keller :: Home - Tuck School of Business

Professor Keller is right now conducting various studies that deliver techniques to assemble, and oversee brand value. Textbooks written by him on those subjects course reading on those Strategic Brand Management, has been embraced at top business schools and leading firms around the globe and has been proclaimed as the "Bible of Branding."

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