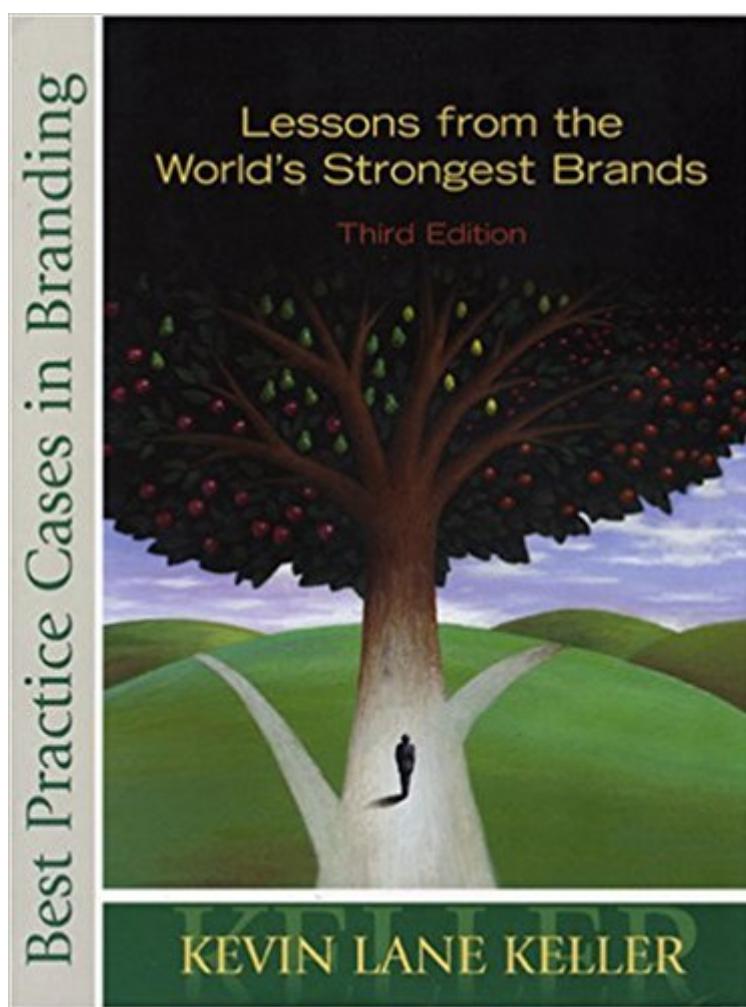


The book was found

Best Practice Cases In Branding For Strategic Brand Management, 3/e



Synopsis

The twelve cases in this book, written by Kevin Lane Keller, one of the international leaders in the study of strategic brand management and integrated marketing communications, feature some of the world's most successful brands and companies, including Levi Strauss & Co., Intel, Nike, and DuPont. Keller's cases examine the strategic brand management process, best practice guidelines, and how to best build and manage brand equity. For executives and managers in marketing and/or brand management. This book is suggested for use with Strategic Brand Management, 2e, also by Kevin Lane Keller and published by Prentice Hall. --This text refers to an out of print or unavailable edition of this title.

Book Information

Paperback: 382 pages

Publisher: Prentice Hall; 3 edition (January 18, 2007)

Language: English

ISBN-10: 013188865X

ISBN-13: 978-0131888654

Product Dimensions: 6.9 x 0.8 x 9 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 3.1 out of 5 stars 6 customer reviews

Best Sellers Rank: #551,289 in Books (See Top 100 in Books) #116 in Books > Textbooks > Business & Finance > Sales #779 in Books > Textbooks > Business & Finance > Marketing #1466 in Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

Kevin Lane Keller is acknowledged as one of the international leaders in the study of strategic brand management and integrated marketing communications. His research has been widely cited and received numerous awards. He remains actively involved in industry and has served as brand consultant to marketers for some of the world's most successful brands, including Disney, Ford, Intel, Levi Strauss, Nike, Procter and Gamble, and many more. Professor Keller is presently the E.B. Osborn Professor of Marketing at Dartmouth College's Amos Tuck School of Management where he teaches an M.B.A elective on strategic brand management and lectures in executive programs on that topic. He lives with his family in Etna, NH. --This text refers to an out of print or unavailable edition of this title.

This was required reading for me. I found this book to be dry much of the time, though loaded with interesting facts. What bothered me the. Out we're the amount of typos found within the text. It's a nit picky thing, but it bugged me nonetheless.

Good case histories!

heres a bunch of stories about companies that did well so whatever they did must be the best practice, despite the absence of any comparative company or practice...weak

Goid

please cancel this comment i do not want to be viewed every time you want to sell this book in every web site i will really apreciate if you can take of my comment and my personal information also thank you very much best regards

I have used the previous edition of this text in my Brand Management class. This edition contains very few new cases. This is a prime example of authors and publishers extorting money from students by killing the used text market with a new edition that adds little value. If you teach a Brand Management class, do the work of selecting the most appropriate cases and have your students purchase them either either from the Harvard Business School Publishing website or from a publisher that accesses cases from multiple sources.

[Download to continue reading...](#)

Best Practice Cases in Branding for Strategic Brand Management, 3/e The Brand Called You: The Ultimate Personal Branding Handbook to Transform Anyone into an Indispensable Brand Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Branding Her 4 : Kaylee & Alex (Episode 07 & 08) (BRANDING HER : Steamy Lesbian Romance Series) Radio Programming and Branding: The Ultimate Podcasting and Radio Branding Guide Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition Designing Brand Identity: An Essential Guide for the Whole Branding Team Global Brand Strategy: World-wise Marketing in the Age of Branding The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand

Brand/Story: Ralph, Vera, Johnny, Billy, and Other Adventures in Fashion Branding Global Brand Power: Leveraging Branding for Long-Term Growth (Wharton Executive Essentials) Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand Strategic Management: Text and Cases (Irwin Management) Strategic Brand Management Strategic Brand Management (3rd Edition) A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback))

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)