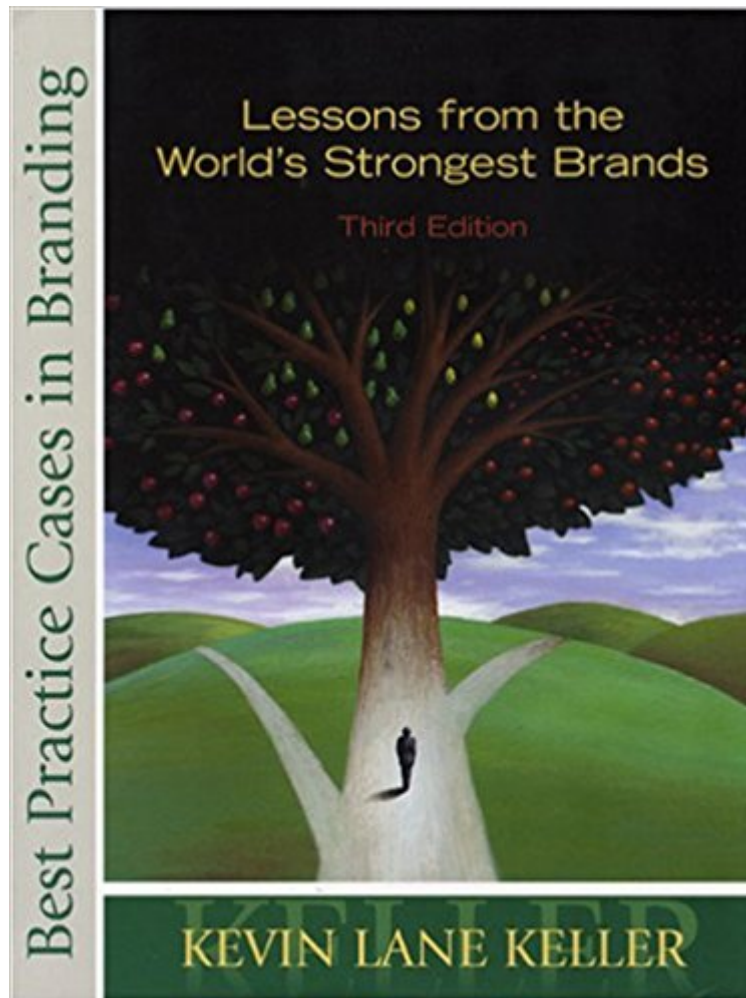




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Best Practice Cases In Branding For Strategic Brand Management, 3/e



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

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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 confident 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

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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.

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