

Strategic Brand Management Keller 4th Edition

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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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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 product need to carefully and creatively craft brand strategies and tactics to maximize the probability of success.

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