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Strategic Brand Management

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Kevin Lane Keller
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Strategic Brand Management and Development Sotiris T. Lalaounis,2020-12-30 Bringing together theories and concepts from brand management consumer culture theory marketing communications and design this book provides an understanding of how organisations can successfully develop market and manage their brands It draws extensively from scholarly research published in social sciences and humanities to provide a detailed discussion of the process of brand management and development This book explores how organisations can design brand identities develop brand marketing programmes measure brand performance and sustain brand equity combining psychological sociological cultural and management perspectives It provides numerous examples that contextualise theory enabling the reader to understand how past and present branding campaigns and strategies can be deconstructed analysed and evaluated using these theoretical insights With end of chapter case studies on Burberry Juventus F C Pukka Herbs YO and many other European and global brands *Strategic Brand Management and Development* is an essential text for students in marketing brand management and consumer research or for anyone interested in understanding the extraordinary power and scope of brands and branding in contemporary post modern society *Entrepreneurship Business Plan in Travel and Tour Guiding Management Diploma Level* CPA John Kimani,Dr. James Scott,2023-06-25 Introduction to Entrepreneurship Identifying and Evaluating Business Opportunities Developing a Comprehensive Business Plan Operations and Logistics Planning Marketing Strategies and Branding Financial Planning and Management Intellectual Property and Legal Considerations Pitching and Presenting Your Business Plan [Brands and Brand Management](#) Barbara Loken,Rohini Ahluwalia,2023-04-28 Very few books exist that meaningfully integrate the rich and vast body of scientific research and theories that have accumulated in the field relating to both traditional and contemporary topics in branding This book accomplishes that task with contributions from leading experts in the science of branding national and international The book should appeal to all students faculty and marketing professionals with an interest in research findings about brands and an interest in deepening their understanding of how consumers view brands *Strategic Brand Management* Kevin Lane Keller,2003 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 [Post-COVID Marketing Challenges](#) Katia Iankova,Pedro Longart,2022-04-28 Contents Editorial Marketing after COVID 19 Crisis adaptation innovation and sustainable technological advances Katia Iankova and Pedro Longart Branding Al Ain as a tourist destination Pedro Longart and Katia Iankova Impact of digital marketing on SMEs performance in Saudi Arabia Implications on building NEOM Areej Algumzi Innovative crisis response through best human resources practices during COVID 19 Bharti Pandya

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