



Strategic Brand Management: Building, Measuring, and Managing Brand Equity

Kevin Lane Keller

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Appropriate for MBA and upper-level undergraduate courses and executive education seminars on Brand Management, Brand Strategy, and Product Policy. Incorporating the latest thinking and developments from both academia and industry, 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. Finely-focused on "how-to" and "why" throughout, it provides specific tactical guidelines for planning, building, measuring, and managing brand equity. It includes numerous examples on virtually every topic and over 75 Branding Briefs that identify successful and unsuccessful brands and explain why they have been so.

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