

## Strategic Brand Management 4th Edition

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**INTRODUCTION TO STRATEGIC BRAND MANAGEMENT | SBM | Prof. Divya Thankom Varghese | 77185716 - Strategic Brand Management Presentation - Dior**  
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Keller ' s market leading strategic brand management book provides insights into profitable brand strategies by building, measuring, and managing brand equity. The Global Edition strengthens relevance by using locally applicable examples that include Scoot, Hyundai, Etisalat, Qantas, Uniqlo, Mambo. This Global Edition has been edited to include enhancements making it more relevant to students outside the United States.

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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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Strategic Brand Management: Amazon.co.uk: Rosenbaum ...  
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