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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 ...

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition. Kevin Lane Keller. 4.8 out of 5 stars 20. Paperback. \$69.90. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition. Kevin Keller. 4.3 out of 5 stars 99.

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