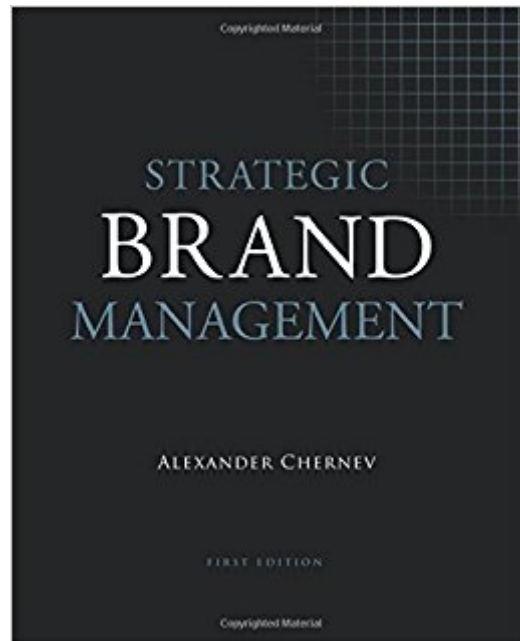




The book was found

Strategic Brand Management



Synopsis

In *Strategic Brand Management*, Alexander Chernev, professor of marketing at the renowned Kellogg School of Management at Northwestern University, lays out a systematic approach to understanding the key principles of building enduring brands. This book presents a cohesive framework for brand management that delineates the unique role of brands as a means of creating market value. Topics covered include designing effective brand strategy and tactics, developing a brand value proposition, managing brand portfolios, cobranding, brand repositioning, brand extensions, brand valuation, and the legal aspects of protecting the brand. Clear, succinct, and practical, *Strategic Brand Management* is the definitive text on building strong brands.

Book Information

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Customer Reviews

Academic book. Very good for understand the branding core concepts. The paper quality is very bad. Is the cheapest paper that I have ever seen!The content 5 Stars. The paper 1 Star!

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