

kevin keller strategic brand pdf

CHAPTER 1: BRANDS & BRAND MANAGEMENT. Kevin Lane Keller Tuck School of Business Dartmouth College 1.1 Brand History The word "brand" is derived from the old Norse word "brandr" which means: "to burn" as brand were and still are the means by which owner of livestock mark their animals to identify them

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an analysis of the firm's brand hierarchy, brand portfolio, strategic branding alliances, the brand's current positioning in the marketplace, and how the firm is addressing branding through each of the marketing mix elements. Be sure to include brand elements (names, URLs, logos, symbols, characters, slogans, jingles, packaging).

STRATEGIC BRAND MANAGEMENT

Global Brand Strategy 603 Global Customer-Based Brand Equity 605 Global Brand Positioning 607 Building Global Customer-Based Brand Equity 607 1. Understand Similarities and Differences in the Global Branding Landscape 608 2. Don't Take Shortcuts in Brand Building 609 3. Establish Marketing Infrastructure 612 4.

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Kevin Lane Keller is an international leader in the study of brands, branding, and strategic brand management, with research focused on improving marketing strategies through an understanding of consumer behavior. He has served as a consultant and advisor to marketers for some of the world's most successful brands.

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For a more exhaustive review of the academic literature on brands and brand management, see Kevin Lane Keller (2002), "Brand and Brand Equity," in Handbook of Marketing, eds., Bart Weitz and Robin Wensley, Sage Publications, London, 151-178.

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insights and guidelines to help marketers set strategic direction and inform their brand-related decisions. To provide perspective, the paper also relates the CBBE model to other leading models of brand equity. Kevin

Lane Keller is E. B. Osborn Professor of Marketing at the Amos Tuck School of Business, Dartmouth College.

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Conceptualizing, Measuring, and Managing Customer-Based

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