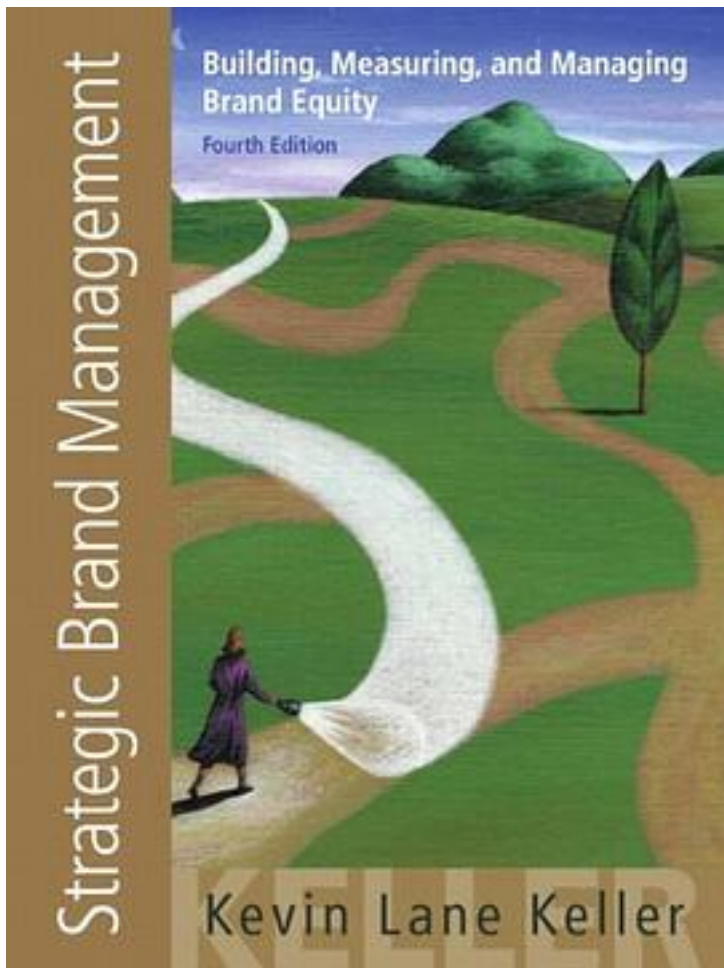


# Strategic Brand Management



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著者:Keller, Kevin Lane

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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.

作者介绍:

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## 书评

是暑期课程的指定课本。

这本500多页除读起来有点枯燥。但随着课程的深入，发现这本书其实是比较系统全面地将Customer-based brand equity阐述了一遍的书，作为品牌管理的入门课本还是不错的。而且这第4版也比之前的版本做了较大改进，彩色页面，多了图片和例子，读起来舒服很...

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