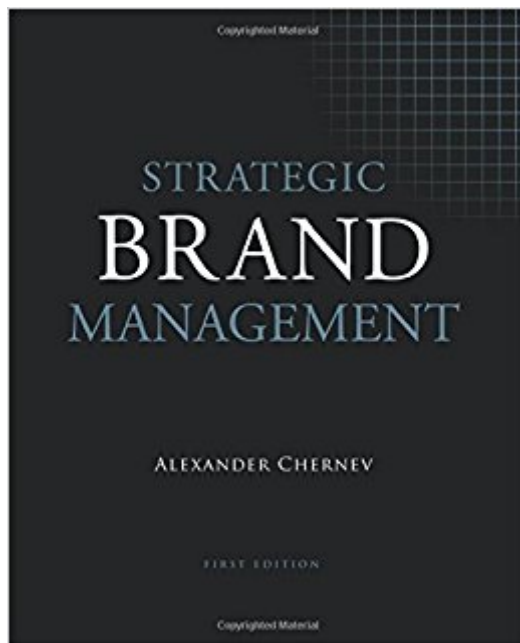


The book was found

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

Paperback: 216 pages

Publisher: Cerebellum Press (December 15, 2015)

Language: English

ISBN-10: 193657229X

ISBN-13: 978-1936572298

Product Dimensions: 7.5 x 0.6 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

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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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