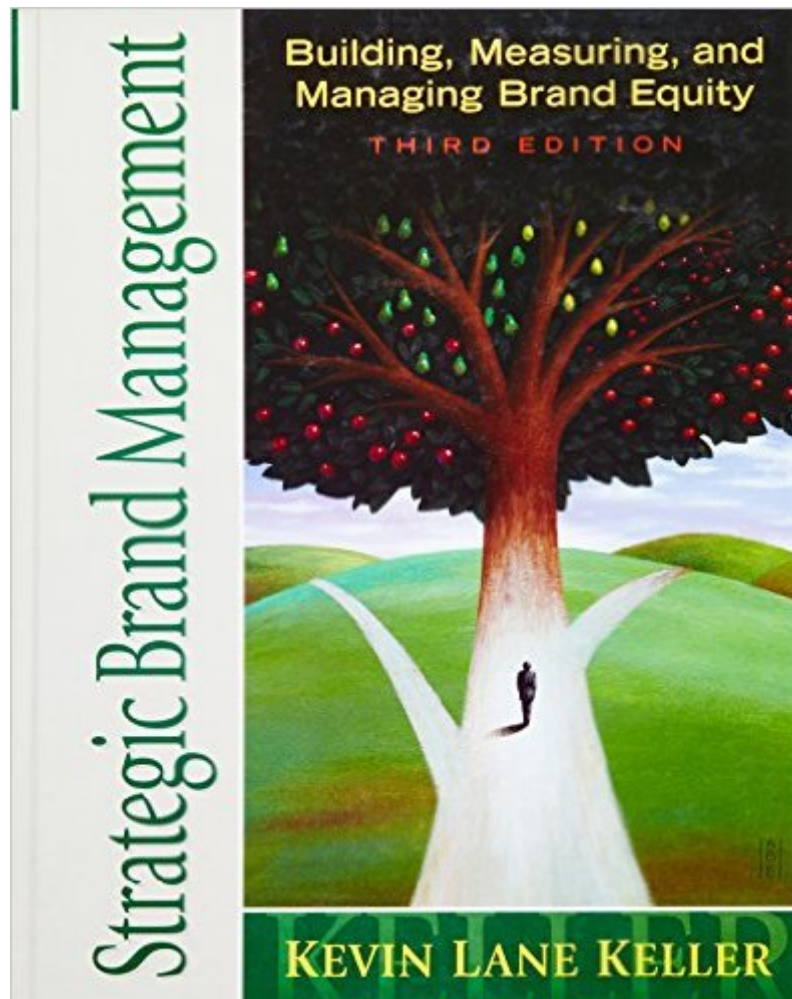


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Strategic Brand Management (3rd Edition)



Synopsis

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 decisionsâ€”and thus improving the long-term profitability of specific brand strategies. Finely focused on how-to and why throughout, it provides specific tactical guidelines for planning, building, measuring, and managing brand equity. It includes numerous examples on virtually every topic and over 75 Branding Briefs that identify successful and unsuccessful brands and explain why they have been so. Case studies will familiarize readers with the real-life stories of Levi's, Dockers, Intel Corporation, Nivea, Nike, and Starbucks. For industry professionals from brand managers to chief marketing officers

Book Information

Hardcover: 720 pages

Publisher: Pearson; 3 edition (June 23, 2007)

Language: English

ISBN-10: 0131888595

ISBN-13: 978-0131888593

Product Dimensions: 8.2 x 1.1 x 10.1 inches

Shipping Weight: 3.4 pounds

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (13 customer reviews)

Best Sellers Rank: #90,193 in Books (See Top 100 in Books) #24 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #125 in [Books > Textbooks > Business & Finance > Marketing](#) #25091 in [Books > Reference](#)

Customer Reviews

Required reading for me, but overall I found the text to be well written and kept my interest level. I actually looked forward to the vast amounts of reading required because it was interesting stuff. The end of chapter case studies sealed the deal. Loved them.

I purchased this as a required textbook for a Strategic Marketing course. In that regards it's perfect in that I have assigned readings from it, each week. It is not at all inspiring, dry in places, and some of the examples could be updated. For instance, their example regarding Apple is a great description of the company's brand associations and positioning of 10 years ago (the book still

refers to them as Apple Computer) and makes no mention of any of the brand development that firm has undergone since. That said, it gets the concepts across, but I think if it hadn't been written as a college textbook (in accordance with a textbook publisher's business model) the information could have been transferred more effectively and inspiringly - in probably half to two thirds of the pages. I think the idea is if it weighs more, it must be worth more. As I said, it does the job. The writing is easy to understand. I'm learning things from it. I will not be keeping it past the end of semester. Through , I purchased it for half the price it was selling for at the University Co-op.

I recommend this book if you want to learn about branding. It is easy to read and uses great real world examples to explain more complex concepts.

I usually purchase used referential or text books as I am just looking for the material; just bear in mind that the quality description may not always accurately describe the book's condition. Sometimes I feel I got a great deal other times not.

This textbook worked very well for class. There were no pages missing and it helped me to a good grade. I recommend this textbook to anyone taking this course, or just looking to learn more.

This is the best text book I've read to understand the concept of brands and brand management. It's a text book but very easy to read for anyone looking to develop their brand internally.

The book came earlier than I expected and came in better condition than I expected. I'm completely satisfied with this purchase. Thanks so much!!

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