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Strategic Brand Management Process

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Strategic Brand Management, 3rd Edition - Pearson

Strategic Brand Management approaches the subject of brand management from a unique socio-cultural perspective, providing students with an understanding of the dynamics of the subject and enabling them to engage with the issues that lie within. Whilst adopting this innovative framework, the book also integrates more traditional notions of the brand in terms of equity and positioning.

Strategic Brand Management: Amazon.co.uk: Rosenbaum ...

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Strategic Brand Management by Kevin Lane Keller

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