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THIRD EDITION - GBV

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*Strategic Brand Management: Building, Measuring, and ...*

*This Paper Is Based On A Series Of Research Articles Written By The Author And Others, As Summarized In Keller, Kevin Lane (2008), Strategic Brand Management, 3rd Edition*

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*Chapter 1 (introduction to strategic brand management)*

*Kevin Lane Keller, an academic pioneer in the study of brands, branding and brand equity, will speak to CU-Boulder Leeds School of Business MBA students on Feb. 27 from 12:30 p.m. to 2 p.m. in room 218. Keller has served as brand adviser to marketers for some of the world's most successful brands, including Accenture, Disney, Ford, Intel, Levi-Strauss, Procter & Gamble and Starbucks. He also ...*

*Strategic Brand Management by Kevin Lane Keller*

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*STRATEGIC BRAND MANAGEMENT - MAFIADOC.COM*

*Chapter 1 (introduction to strategic brand management) 1. Strategic Brand Management 2. Adriana Lima – Brazilian Model 3. • A brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition."*

*Strategic Brand Management Keller 3rd*

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