



# Strategic Brand Management: A European Perspective

By Kevin Lane Keller

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Strategic Brand Management 2e provides a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. Strategic brand management involves the design and implementation of marketing programmes and activities to build, measure, and manage brand equity. The book aims to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies. It incorporates current thinking and developments on these topics from both academics and industry participants. It also combines a comprehensive theoretical foundation with numerous practical insights to assist managers in their day-to-day and long-term brand decisions.

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### Editorial Review

#### Review

"Keller's book is a rare success at combining practical advice and real substance. Further, there are a host of examples and five comprehensive case studies that provide a wealth of insight about brands and brand building. An excellent contribution." — David Aaker, Professor of Marketing Strategy, *University of California at Berkeley*, Author of *Building Strong Brands*

"After reading *Strategic Brand Management*, my `associations' with the Kevin Keller brand of marketing thinking: strong, favorable, and unique! But not unexpected. I've worked with Professor Keller for a decade or more, and our shared belief in the critical role of the brand in successful marketing strategies is beautifully played out in this brilliant text." — Steve Goldstein, Vice President of Marketing and Research, *Levi's Brand U.S.A.*

"Branding is in the midst of a renaissance, and Kevin Keller's *Strategic Brand Management* can be recommended as the reference source to all those concerned with building and managing brands. This is an exceptionally comprehensive treatment of the subject, full of valuable analytic and rich insights." — Al Silk, Professor Emeritus, *Harvard Business School*

"Keller understands that building a brand is both an art and a science. It's the strategic mix of focus and risk that gives a brand its meaning in people's lives." — Liz Dolan, Vice President of Marketing Communication, *Nike, Inc.*

"Building a brand calls for more than building a brand image. The savvy company must build a continuous positive brand experience for its target customers, what others have called moments of truth. Kevin Keller should be congratulated for providing the latest and most comprehensive thinking that we have about the art and science of brand building." — Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing, Kellogg Graduate School of Management, *Northwestern University*

"The successful care and feeding of a brand is an amazingly complex topic. Keller's book does a superb job of examining the many factors that , need to be considered. The chapters on measuring brand equity will be of special interest to marketing practitioners." — Dennis Carter, Vice President, Sales and Marketing, *Intel Corporation*

"Kevin Keller gets branding! Once again, he provides an up-to-the-minute, comprehensive yet accessible guide to the cluttered world of branding. *Strategic Brand Management, Second Edition*, covers where branding has been and importantly where it's heading in the future." — Allen Adamson, Managing Director, *Landor Associates*

"Kevin Keller has become one of the world's most astute observers of brand dynamics. His experiences as consultant to some of the world's greatest brands, and as professor for several of the best business schools, have established a deep reservoir of insights. This book brings to surface the most relevant case studies for our time." — Scott Bedbury, *CEO of Brandstream*, author of *A New Brand World*

"*Strategic Brand Management, Second Edition*, translates the complex science of branding into a practical manual of how to define, use, and promote brands. Kevin Keller's branding insights provide structure and definition to an area that, until recently, was ruled by emotion and opinion." — Joanne Bischmann, Vice President of Marketing, *Harley-Davidson Motor Company*

"Keller understands that to successfully build a brand, you must reach consumers on their terms. In other words the consumer is boss. --na

#### From the Back Cover

Finely-focused on the “how-to” and “why” throughout, it provides specific tactical guidelines for planning, building, measuring, and managing brand equity. Considers why brands are important, what they represent to consumers, and what should be done by firms to manage them properly. This book addresses three important questions: How can brand equity be created?; How can brand equity be measured?; and How can brand equity be used to expand business opportunities?

#### About the Author

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. He is also the co-author with Philip Kotler of the all-time best selling introductory marketing textbook, *Marketing Management*. Dr Tony Aperia is Visiting Professor at Jonkoping International Business School in Sweden. Dr Aperia has a background in industry and he has more than 20 years' experience from the marketing and branding field. Mats Georgson leads the brand consultancy firm Georgson & Co based in Stockholm, Sweden. He has worked with a multitude of major international brands, including the role of the global brand director of Sony Ericsson. He is also an Assistant Professor at Stockholm University.

## **Users Review**

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