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#### **About the Author**

**Kevin Lane Keller** is acknowledged as one of the international leaders in the study of strategic brand management and integrated marketing communications. His research has been widely cited and received numerous awards. He remains actively involved in industry and has served as brand confident to marketers for some of the world's most successful brands, including Disney, Ford, Intel, Levi Strauss, Nike, Procter and Gamble, and many more. Professor Keller is presently the E.B. Osborn Professor of Marketing at Dartmouth College's Amos Tuck School of Management where he teaches an M.B.A elective on strategic brand management and lectures in executive programs on that topic. He lives with his family in Etna, NH.

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