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Strategic Brand Management: A European Perspective

By Kevin Keller, Tony Aperia, Mats Georgson



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Strategic Brand Management explores why brands are important, what they represent to consumers, and what should be done by firms to manage them properly. The main focus of the book is on brand equity which provides marketers with a valuable perspective and a common denominator to interpret the potential effects and tradeoffs of various strategies and tactics for their brands. In other words, brand equity can be thought of as the marketing effects uniquely attributable to the brand.



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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. *Strategic Brand Management, Second Edition*, offers compelling case studies and best practices that bring this to life." — Jim Stengel, Global Marketing Officer, *Procter & Gamble*

"Kevin Keller provides masterful insights into total branding . . . from the finesse of brand building to the financial impact of success." — Michael Dolan

"In an ever fragmenting media world where connecting with consumers with the same or less marketing resources is the norm, Keller's practical approach to constructing integrated marketing communication plans will help marketers squeeze every ounce of value from their advertising budgets." — Jan Valentic

From the Back Cover

"This book transfigures Kevin Lane Keller's seminal work on brands from a US to a global perspective. It retains all the strengths and adds new ones, such as reputation and non-US case studies. Keller, Apéria and Georgson should be congratulated in making this the definitive global brands book."

Tim Ambler, Senior Fellow London Business School

This book logically progresses through a well conceived framework about brand management. It is a delight to see some neatly integrated European examples. The book is a treat for the reader's brain and eyes - intellectually stimulating and well presented. A well researched text full of applications. A must read.

Professor Leslie de Chernatony, Professor of Brand Marketing, Birmingham University Business School

The European version of Keller's book is most welcome. Co-authors Apéria and Georgson have done an excellent job in balancing European and US cases to the benefit of international readers. The marketing framework remains American, but new models on branding have been introduced. I especially like the emphasis on branding as an issue for the whole organisation, and the importance of consistency between brand promise and actual delivery.

Professor Evert Gummesson, Stockholm University School of Business, Sweden

This book is about brands - why they are important, what they represent to consumers, and what firms should do to manage them properly. In an increasingly complex world, individuals and businesses are faced with more and more choices, but have less and less time to make those choices. Strong brands are invaluable in simplifying consumer decision-making, reducing risk, and defining customer expectations. Creating strong brands, and maintaining and enhancing the strength of those brands over time, is therefore a business imperative.

Whether you are a student seeking to learn the theory of branding, or a manager tasked with creating or sustaining a brand, the concepts and examples found here will help you understand the many important issues involved in planning and evaluating brand strategies, ultimately enabling you to make better branding decisions.

About the Authors

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 Apéria is a Visiting Professor at Jönköping International Business School in Sweden. Dr Apéria has a background in industry and he has more than 20 years' experience from the marketing and branding field.

Mats Georgson is leading the brand consultancy firm Georgson out of Stockholm, Sweden. He has worked with dozens of major international brands, including the role of the global brand director of Sony Ericsson. He is also Guest Professor in marketing communications at Stockholm University.

About the Author

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Amos Tuck School of Business Administration at Dartmouth College. Professor Keller received his B.A. in Mathematics and Economics (with distinction in all subjects) from Cornell University in 1978, his M.S.I.A. (with emphasis in marketing) from Carnegie-Mellon University's Graduate School of Industrial Administration in 1980, and his Ph.D. in Marketing from Duke University's Fuqua School of Business in 1986.

Previously, Professor Keller was on the faculty of the Graduate School of Business at Stanford University, where he also served as the head of the marketing group. Additionally, he has been on the faculty of the Schools of Business Administration at the University of California at Berkeley and the University of North Carolina at Chapel Hill, been Visiting Professor at the Australian Graduate School of Management, and has two years of industry experience as Marketing Consultant for Bank of America.

Professor Keller's general area of expertise lies in consumer marketing. His specific research interest is in how understanding theories and concepts related to consumer behavior can improve advertising and branding strategies. His advertising and branding research has been published in three of the major marketing journals -- the Journal of Marketing, the Journal of Marketing Research, and the Journal of Consumer Research. He also sits on the Editorial Review Boards of those journals. His research has been widely-cited and has received numerous awards from organizations such as the American Marketing Association, the Marketing Science Institute, the Association for Consumer Research, and the American Psychological Association. His article, "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity" received the 1993 Harold H. Maynard award for the Journal of Marketing article making the most significant contribution to marketing theory and thought.

Professor Keller is acknowledged as one of the international leaders in the study of integrated marketing communications and strategic brand management. He has conducted marketing seminars on those topics to top executives in a variety of forums. Actively involved with industry, he has worked on cases or projects with marketing managers for companies such as Intel, Levi-Strauss, Disney, Nike, Starbucks, Nordstrom, Kodak, Goodyear, Shell Oil, Silicon Graphics, Mayo Clinic, Wolverine Worldwide (Hush Puppies), and Beiersdorf AG (Nivea). He is currently conducting a variety of studies that address strategies to build, measure, and manage brand equity. Strategic Brand Management is his first book.

Users Review

From reader reviews:

Theresa Wilkins:

Information is provisions for anyone to get better life, information today can get by anyone at everywhere. The information can be a knowledge or any news even a problem. What people must be consider if those information which is in the former life are hard to be find than now's taking seriously which one is

acceptable to believe or which one the resource are convinced. If you get the unstable resource then you have it as your main information we will see huge disadvantage for you. All of those possibilities will not happen within you if you take Strategic Brand Management: A European Perspective as the daily resource information.

Thomas Barreto:

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