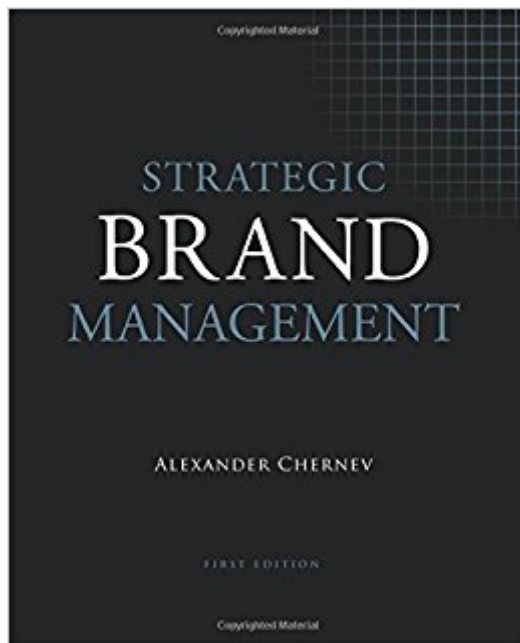


The book was found

Strategic Brand Management



Synopsis

In *Strategic Brand Management*, Alexander Chernev, professor of marketing at the renowned Kellogg School of Management at Northwestern University, lays out a systematic approach to understanding the key principles of building enduring brands. This book presents a cohesive framework for brand management that delineates the unique role of brands as a means of creating market value. Topics covered include designing effective brand strategy and tactics, developing a brand value proposition, managing brand portfolios, cobranding, brand repositioning, brand extensions, brand valuation, and the legal aspects of protecting the brand. Clear, succinct, and practical, *Strategic Brand Management* is the definitive text on building strong brands.

Book Information

Paperback: 216 pages

Publisher: Cerebellum Press (December 15, 2015)

Language: English

ISBN-10: 193657229X

ISBN-13: 978-1936572298

Product Dimensions: 7.5 x 0.6 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #143,212 in Books (See Top 100 in Books) #2 in [Books > Law >](#)

[Intellectual Property > Patent, Trademark & Copyright > Trademark](#) #28 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Branding & Logo Design](#) #1287 in [Books >](#)

[Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

Academic book. Very good for understand the branding core concepts. The paper quality is very bad. Is the cheapest paper that I have ever seen!The content 5 Stars. The paper 1 Star!

[Download to continue reading...](#)

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Strategic Brand Management Strategic Brand Management (3rd Edition) Best Practice Cases in Branding for Strategic Brand Management,

3/e A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback)) Create Demand for Your Brand: Brand From The INSIDE out The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Before the Brand: Creating the Unique DNA of an Enduring Brand Identity Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) Brand Warfare: 10 Rules for Building the Killer Brand The Brand Called You: The Ultimate Personal Branding Handbook to Transform Anyone into an Indispensable Brand Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement (Bryson on Strategic Planning) Strategic Management: Concepts (Irwin Management) Strategic Management: Text and Cases (Irwin Management) Strategic Management (Irwin Management) Essentials of Strategic Management: The Quest for Competitive Advantage (Irwin Management) Strategic Management of Technological Innovation (Irwin Management)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)