

Strategic Brand Management

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✓ Verified Book of Strategic Brand Management

Summary:

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This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Incorporating the latest industry thinking and developments, this exploration of brands, brand equity, and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions—and thus improving the long-term profitability of specific brand strategies.

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