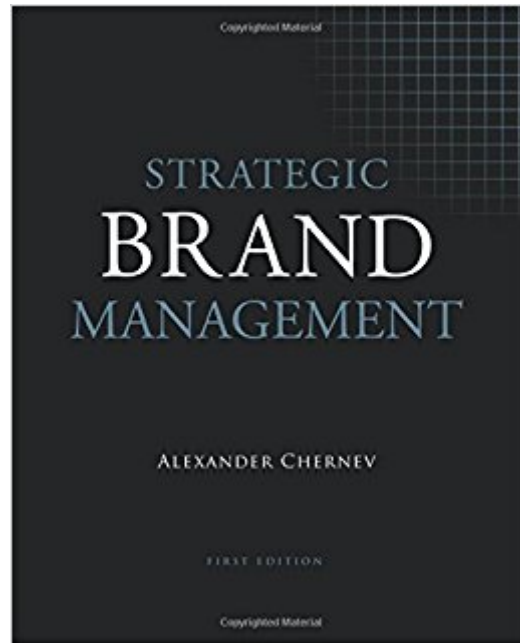


The book was found

# 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 [See all reviews](#) (1 customer review)

Best Sellers Rank: #567,681 in Books (See Top 100 in Books) #13 in [Books > Law > Intellectual Property > Patent, Trademark & Copyright > Trademark](#) #76 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#) #3851 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 (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity*  
*The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand*  
*How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand*

Identity Strategic Brand Management Strategic Brand Management (3rd Edition) The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market) Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand The 1 Day Brand: Learn How To Build A Physical Product Brand In One Day Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback)) Project Management: 26 Game-Changing Project Management Tools (Project Management, PMP, Project Management Body of Knowledge) Agile Project Management: Box Set - Agile Project Management QuickStart Guide & Agile Project Management Mastery (Agile Project Management, Agile Software Development, Agile Development, Scrum) Agile Project Management: An Inclusive Walkthrough of Agile Project Management (Agile Project Management, Agile Software Development, Scrum, Project Management) Brand Management: Research, Theory and Practice Brand Asset Management

[Dmca](#)