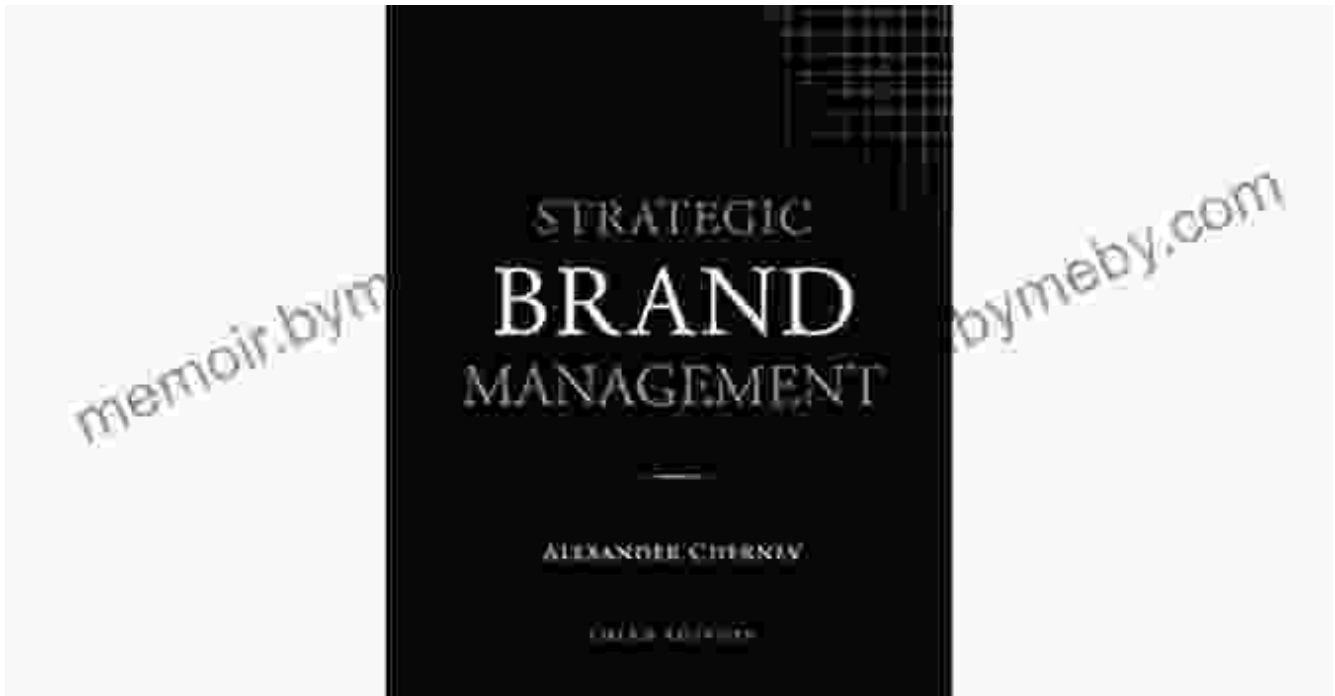


# Unlock the Power of Strategic Brand Management: Revolutionize Your Brand Strategy with the 3rd Edition



## Strategic Brand Management, 3rd Edition

by Alexander Chernev

★★★★☆ 4.8 out of 5

Language : English  
File size : 45176 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting: Enabled  
Word Wise : Enabled  
Print length : 265 pages



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## **About the Author**

Kevin Lane Keller is a Distinguished Professor of Marketing at the Tuck School of Business at Dartmouth College. He is widely recognized as one of the world's leading experts on brand management and has authored numerous books and articles on the subject.

Strategic Brand Management 3rd Edition is the definitive guide to harnessing the power of strategic brand management. By investing in this invaluable resource, you will gain the knowledge and tools you need to transform your brand into an industry leader and achieve lasting success in the competitive marketplace. Free Download your copy today and embark on the path to brand dominance.

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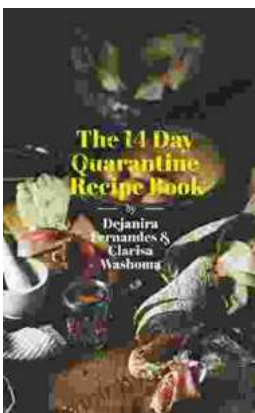


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