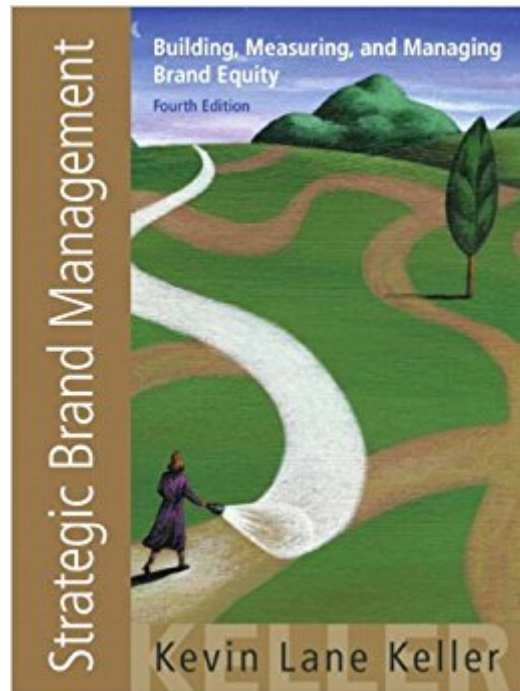


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Strategic Brand Management: Building, Measuring, And Managing Brand Equity, 4th Edition



Synopsis

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 decisionsâ€”and thus improving the long-term profitability of specific brand strategies.

Book Information

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Customer Reviews

This book is great! I read the 1st edition, but that was a bit too academic. This time academic too, but less technical. Cases on a number of world-class brands are already worth the dollars. That include .com, Nike, Virgin, Microsoft, IBM, and plenty of them. This book is even more comprehensive than Branding Gurus David Aaker's Branding books. But I must admit that this book touches upon too little on e-branding, and its impact on online "brand consumption". Besides, Keller's branding paradigm needs to be updated. He got to invent his own new theory rather than drawing too much upon others' branding theories which makes this book both the Branding Bible (like Kotler's Marketing textbook for MBAs), and a thick book report. On the whole, this book is great, it won't waste your hard-earned dollars, and Keller's diligent researcher attitude must be honoured and respected, by all means. Great work, Keller, keep it up!

Strategic Brand Management name is a paradox. Very little or useful competitive strategy is ever explained in the 600 plus pages of purely 1950's Eisenhower era mass marketing and mass media

driven brand planning tactics. It's mostly tactics. Written by an academic who never worked his way up in brand management, the book sorely needs to be updated to the realities of modern marketing (e.g. the internet). Missing topics include competitive market analysis section, positioning, targeting, bonding, building communities, internet marketing. In fact, the entire book boils down one theme according to Kevin, "you can build brands with strong, favorable and unique brand associations." That's mentioned hundreds of times in 600 pages. Take it from the students, don't rely on Strategic Brand Management as your definitive source for understanding the strategic power of brand building. A few of his chapters are usable (e.g. brand awareness). My recommendation is to collect a hodgepodge of other titles such as Competitive Marketing Strategy by John Czepiel, The Handbook of Brand Management by David Arnold, Brand Asset Management by Scott Davis, Emotional Bonding by Marc Gobe and books by David Aaker (one of his is enough though as they just repeat). I look forward to Kevin's new edition.

Except with some newly inserted new examples, the structure and contents of this new edition are basically the same. The book is very academic, lacking of practitioners' and enough 'how to' perspectives. It talks more about the "why" than "how" of branding. I bought previous 2-3 editions of this book, and this 5th edition is actually old wine in a new bottle, and even the new bottle is not very new. In a world, both online and offline branding are important, and the users-led branding approach has become the new driver of branding, the content of the book basically shows how "old school" of branding that the author is actually coming from. He is more of an OLD SCHOOL BRAND GURU. But in the real world nowadays, many branding warfares are now changing the battlefields to mobile marketing, app marketing, Facebook, Twitter, and many new forms of social media, the author has paid lip service to most of them, and the coverage of branding strategies and approaches for these new battlegrounds is just minimal and insufficient by comparison. It is hard to see this book as groundbreaking, or even as a so called "Branding Bible" like in the past. I eventually refunded it. The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity) [Kindle Edition] by Jean-Noel Kapferer is certainly a more exciting, thought-provoking, and timely read. At least it shows the author's passion and efforts to improve and innovate from his previous editions, not just launching new editions for the sake of launching new editions to sell more books.

I think that Keller's Strategic Brand Management is the best book on branding available. Instead of simply listing success stories or compiling lists of do's and don'ts, this book offers a comprehensive

framework for understanding why brands matter, how to measure their equity and how to build strong brands. What I especially liked about this book is that it is structured around a powerful framework called customer-based brand equity which basically says that brand equity lies in the mind of the consumer and that brands are powerful only to the extent that they serve some function for the consumer (like signalling product quality or simplifying choice). There are then great examples of how marketers can build brand awareness and favorable associations to create brand equity. Overall, I highly recommend this book to anybody working in marketing or simply interested in brands.

This book is horrible. Small print. Way more detail than anyone could ever absorb. Very dry writing style. Can't wait to return my rental. Fortunately for future students, professor says they will be using a different text in the next class. My class was the last group of poor saps that had to endure this book.

Excellent detailed text! Gives you a whole new perspective on branding and the importance of that function in marketing. It speaks of longevity of the organization through establishing strong relationships with customers through various concepts, steps, strategies and sources. Definitely made my marketing library!

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