

# 《战略品牌管理》

## 图书基本信息

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# 《战略品牌管理》

## 内容概要

战略品牌管理：创建、评估和管理品牌资产 英文版，ISBN：9787300061375，作者：（美）凯文·莱恩·凯勒（Kevin Lane Keller）著

## 精彩短评

- 1、甚为抓狂的回忆
- 2、坑爹啊！这么厚！不过还好基本没有生词，例子也很多，还蛮好懂的

## 精彩书评

1、 When you have authored a number of books, many of which are used on MBA programmes globally and one even dubbed ' the bible of branding,' you are a top marketer. Meet Kevin Lane Keller, Professor of Marketing at Tuck School of Business, Dartmouth USA, and one of the most respected marketing thought leaders in the world. It is easy to see why many people and well known brands heed this man's advice so carefully. In an ever evolving industry, Kevin remains top of his game. His advice is solid, creative and successful. Clients include Google, MTV, Nivea, Samsung, Miller Brewing, Proctor & Gamble, Unilever, Disney, Nike, Levi-Strauss, American Express and Starbucks amongst others, proving that Kevin Keller is not your average marketer. As a specialist in marketing management, branding, brand equity, and brand management, integrated marketing communications and advertising, it is not surprising that his influence in the world of marketing is so strong. His work has been published in well known publications including the Journal of Marketing, the Journal of Marketing Research, and the Journal of Consumer Research and three of Kevin's books include Marketing Management, Strategic Brand Management and Best Practice Cases in Branding. Used globally in well known MBA programmes, these books look at marketing and branding from Keller's successful and proven insights. In the publication “ Brand Planning ” , Keller discusses three models to aid in the process. According to Keller, these models are interconnected and when combined effectively, become perspectives to successful brand planning. Collectively, these three models help marketers devise branding strategies and tactics to maximize profits, long-term brand equity and track their progress along the way. The first model is the Brand positioning model. This describes how to establish competitive advantages in the minds of customers in the marketplace. Creating a road map for a brand, so to speak, is imperative to its success, as is brand duality coupled with performance and imagery. The Brand resonance model is the second model discussed in the book which creates a structured way for managers to understand where and how value is created within the brand and what areas of the brand can be improved on. The brand value chain model is the third model discussed in the book. The brand value chain describes how to trace the value creation process to better understand the financial impact of marketing expenditures and investments. Keeping an eye on the present and the future of a brand means that there is always room for growth plus a clear direction in which the brand is going. Looking at all areas of a brand, not just the successful components is also a key part of this model, as is maintaining a duality in rational and emotional brand position; keeping the head and heart of consumers separate. These models provide a glimpse into the expertise and dedication which Kevin Keller functions with when marketing and branding is concerned. Keller has been involved in various academic institutions as a marketing and business academic, including the Stanford Graduate School of Business, the University of California, Berkely and the University of North Carolina, as well as a period as a visiting professor at Duke University and the Australian Graduate School of Management. He spends his time working as a well known and highly respected consultant on branding and is a keynote speaker at many conferences. Written by Rosemary Grace Brooks comes from <http://marketing.bestmanagementarticles.com>

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