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Amazon.com: Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition (9780132664257): Keller, Kevin: Books

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Professor Keller is currently conducting a variety of studies that address strategies to build, measure, and manage brand equity. His textbook on those subjects, Strategic Brand Management, in its fourth edition, has been adopted at top business schools and leading firms around the world and has been heralded as the “bible of branding.”

[Marketing strategy - Wikipedia](#)

Procedia - Social and Behavioral Sciences 58 (2012) 1353 -1360 1877-0428 2012 Published by Elsevier Ltd. Selection and/or peer-review under responsibility of the 8th International Strategic Management Conference doi: 10.1016/j.sbspro.2012.09.1119 8 th International Strategic Management Conference The impact of social media marketing on brand loyalty a b , a a b Yalova University ...

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Chris leads the DonorsChoose Brand & Communications team, helping inspire donors, partners, and teachers through media, social media, events, brand partnerships, and communications design. He joined the team in 2013, and in his prior role worked with Charles and the executive team to manage a variety of special projects, including disaster relief, flash funding events, media inquiries, and the ...

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