

## Strategic Brand Management A European Perspective

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Table of Contents Guided tourPrefaceAbout the authorsAuthors' acknowledgementsPublisher's acknowledgements 1 Brands and brand managementPreviewWhat is a brand?Why do brands matter?Can anything be branded?What are the strongest brands?Branding challenges and opportunitiesThe brand equity conceptStrategic brand management processChapter reviewDiscussion questionsReferences and notes 2 Customer ...

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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 decisions-and thus improving the long-term profitability of specific brand strategies.