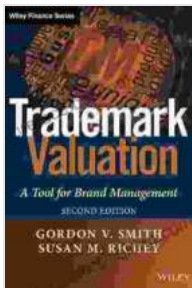


Unlock Your Brand's Potential: Discover 'Tools for Brand Management' Today!

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Trademark Valuation: A Tool for Brand Management (The Wiley Finance Series) by Gordon V. Smith

★★★★☆ 4.7 out of 5

Language	: English
File size	: 4220 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 368 pages
Lending	: Enabled



A Comprehensive Framework for Brand Success

Authored by renowned brand management expert Dr. Kevin Lane Keller, 'Tools for Brand Management' offers a comprehensive framework for understanding and managing brands effectively. Through a combination of insightful concepts, practical case studies, and real-world examples, this book provides a step-by-step guide to the key principles, strategies, and techniques that drive brand success.

Essential Topics Covered:

- **Brand Building:** Explore the foundational elements of brand development, including brand positioning, differentiation, and equity creation.
- **Brand Measurement:** Discover how to track and evaluate brand performance using metrics such as brand awareness, recall, and loyalty.
- **Brand Strategies:** Learn how to develop and implement effective brand strategies that align with business objectives.
- **Brand Communication:** Understand the importance of consistent and persuasive brand communication across all channels.
- **Brand Extension:** Explore the strategies and risks involved in extending your brand into new markets or product lines.

Benefits of 'Tools for Brand Management':

- **Gain a deep understanding** of brand management principles and practices.
- **Develop effective brand strategies** that drive business growth.
- **Measure and track brand performance** to optimize results.
- **Enhance brand equity** and build lasting customer relationships.
- **Stay ahead of the competition** by leveraging cutting-edge brand management techniques.

Who Should Read This Book?

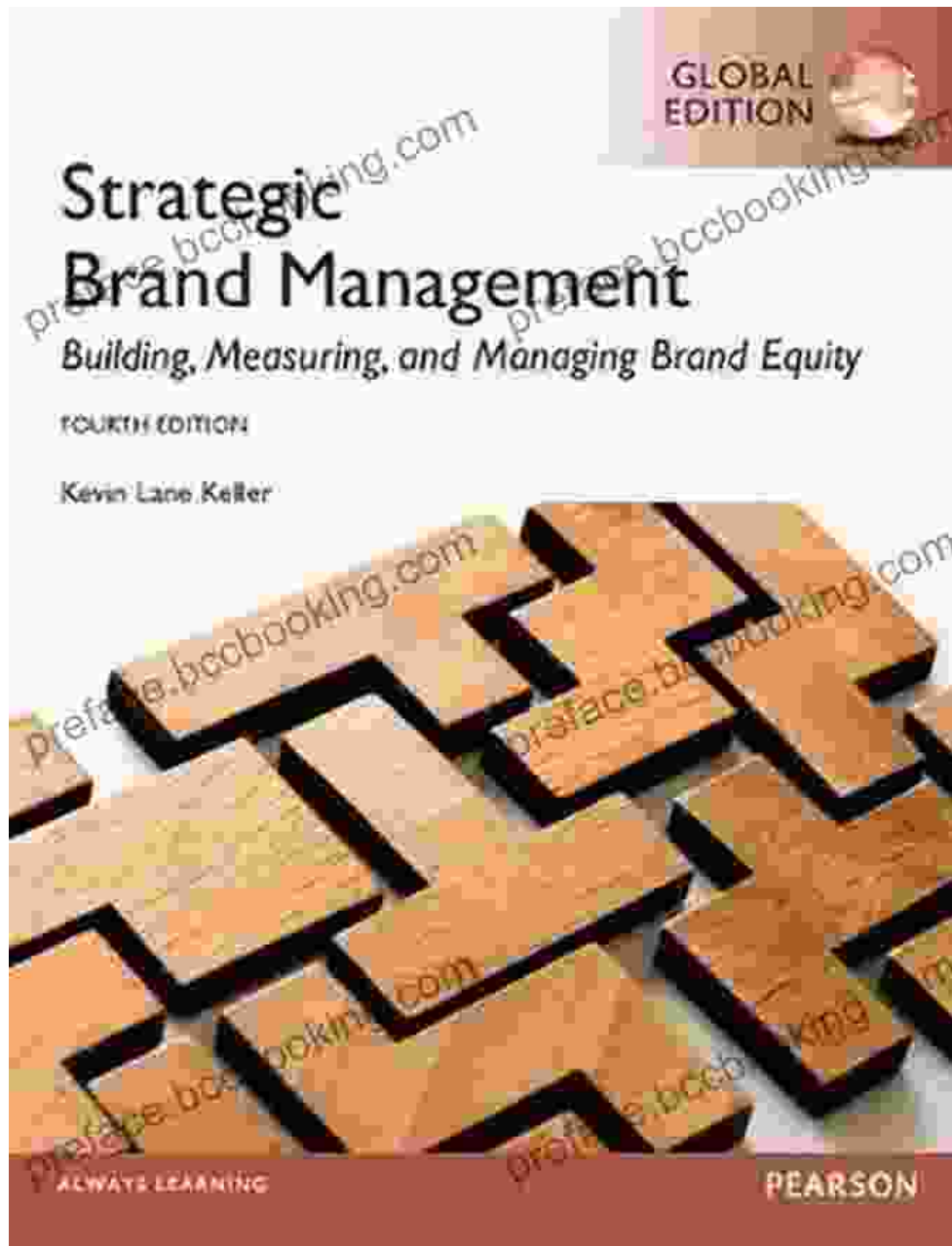
'Tools for Brand Management' is an invaluable resource for:

- Marketing and advertising professionals
- Brand managers and brand strategists
- Business owners and entrepreneurs
- Students and educators in marketing and branding
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Praise for 'Tools for Brand Management':

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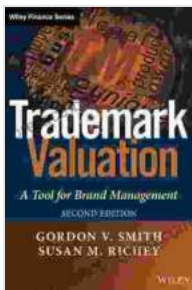
“A must-read for anyone serious about building and managing strong brands.” - Philip Kotler, Professor of Marketing, Kellogg School of Management”



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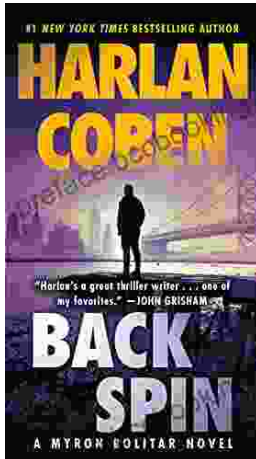
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