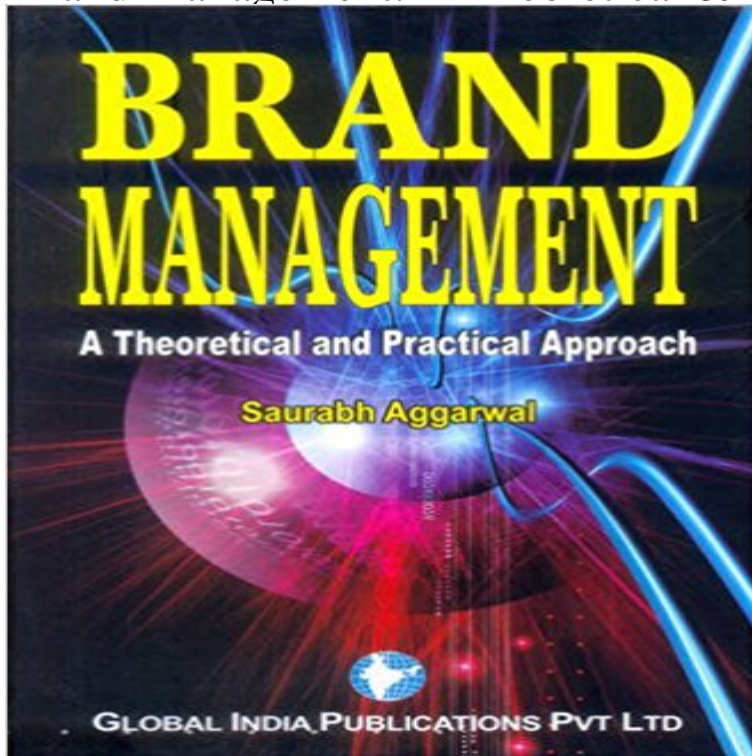


Brand Management: A Theoretical & Practical Approach



Brand equity and strategic brand management combine 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. This book is prepared for specific tactical guidelines for planning, building, measuring and managing brand equity. It includes numerous examples virtually on every topic. Representing the brain trust in brand management, the book of Brand Management presents the highly sophisticated branding techniques used by some of the world's leading companies. Strategies such as brand stretching and brand architecture are described, especially as tools for managing the total brand experience and value. The book also includes a brand management toolkit, which provides checklists and exercise, as well as global and Asian case studies.

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