

Strategic brand management : building, measuring, and managing brand equity

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20418422&lokasi=lokal>

Abstrak

For students, managers and senior executives studying Brand Management. Keller's market leading strategic brand management book provides insights into profitable brand strategies by building, measuring, and managing brand equity. The Global Edition strengthens relevance by using locally applicable examples that include Scoot, Hyundai, Etisalat, Qantas, Uniqlo, Mambo. This Global Edition has been edited to include enhancements making it more relevant to students outside the United States