



The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)

By Jean-Noël Kapferer

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Adopted internationally by business schools, MBA programs, and marketing practitioners, *The New Strategic Brand Management* is the reference source of choice for senior strategists, positioning professionals and postgraduate students. Over the years it has established a reputation as one of the leading works on brand strategy.

The fifth edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking, with dedicated sections for specific types of brands (luxury, corporate and retail), international examples, and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka. Explaining the latest techniques used by companies worldwide, author Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels, the new dynamics of targeting and the comeback of local brands.

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The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity) By Jean-Noël Kapferer Bibliography

- Sales Rank: #389181 in Books
- Brand: Brand: Kogan Page
- Published on: 2012-02-15
- Original language: English
- Number of items: 1
- Dimensions: 9.65" h x 1.11" w x 7.48" l, 1.98 pounds
- Binding: Paperback
- 512 pages

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Review

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"I have been 'blown away' by the depth of thinking, the rigour and the organized structure. It far surpasses anything I have encountered in the world of branding." --**Scott Talgo**, Managing Director at J Scott Consulting

Brand managers, marketing practitioners and branding and marketing students

About the Author

Jean-Noël Kapferer

is an internationally recognized authority on brands and brand management. A Professor of Marketing Strategy at HEC Graduate School of Management in France, he holds a PhD from Northwestern University. He is also the author of *The Luxury Strategy* (Kogan Page).

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