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Keller's Brand Equity Model is also known as the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller, a marketing professor at the Tuck School of Business at Dartmouth College, developed the model and

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published in his widely used textbook, "Strategic Brand Management." The concept behind the Brand Equity Model is simple: in order to build a strong brand, you must shape how customers think and feel about your product.

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Strategic Brand Management •

Strategic brand management involves design and implementation of marketing programs and activities • to build, • measure, • manage BE •

Strategic brand management process



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Process Keller 4th Edition involves four main steps: 1) Identify and establish brand positioning and values 2) Plan and implement brand marketing programs 3) Measure and interpret brand performance 4) Grow and sustain BE Collected by: Ileush Cornell, Brand Strategist, Bangladesh, Blog: [www.ileush.blogspot.com](http://www.ileush.blogspot.com) 19

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*Strategic brand management by kevin  
lane keller*

The strategic brand management process involves the design and implementation of marketing programs and activities to build, measure, and message brand equity. Developing a

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Strategy that successfully sustains or improves brand awareness, strengthens brand associations, emphasizes brand quality and utilization, is a part of brand management.

*Strategic Brand Management Process*

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*/ 4 Steps [2021]* **Process Keller 4th Edition**

Brands with a strong equity are no accident – they are a result of thoughtful and imaginative planning and a strategic brand management process. Firms launching a new product need to carefully and creatively craft brand strategies and

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tactics to maximize the probability of  
success.

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The Brand Equity Concept 28

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29 Identifying and Developing Brand

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Keller's Brand equity model is brilliant

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as it tells a brand which stage the brand belongs to and what it can do to go higher up the stage. Ultimately, it guides brands on building brand equity. There are numerous stages of the Brand equity pyramid and moving from one stage to the other might take years.

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Strategic brand management is primarily utilised by companies to help their brands and products get global recognition. The term “strategic” signifies that the process deals with



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Long-term plans and assets of a brand. This includes integrative and sustainable policies that aid a company to create, develop and manage its brand.

*What is strategic brand management?*  
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Strategic Brand Management is a company policy for long-term and integrative that include the way s to creating, developing and managing its brand. Its like choosing the best suitable strategy for a brand and then keep on adding the quality stuff to it. It deals with the concept and practice of

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Brand management in its totality,  
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Incorporating the latest industry  
thinking and developments, this  
exploration of brands, brand equity,

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and strategic brand management

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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.

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*Strategic Brand Management, Second Edition: Keller, Kevin ...*

The ability of a strong brand to simplify consumer decision-making, reduce risk, and set expectations is thus invaluable. Creating strong brands that deliver on that promise and main-

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aining and enhancing the strength of those brands over time is thus a management im-perative.

*Strategic Brand Management Process*  
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Incorporating the latest thinking and developments from both academia

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and industry, 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

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profitability of specific brand strategies.

*Strategic Brand Management:  
Building, Measuring and ...*

For a more exhaustive review of the academic literature on brands and brand management, see Kevin Lane Keller (2002), "Branding and Brand



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Equity,” in ... Is brand personality of more strategic or tactical (e.g., in terms of the “look-and-feel” ... Customer Experience Management (CEM), which he defines as the process of ...

*Keller-Lehmann-Brands and Branding-  
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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.

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*Strategic Brand Management* by Kevin Lane Keller

Introduction A name becomes a brand when consumers associate it with a set of tangible and intangible benefits that they obtain from the product or service It is the seller's promise to deliver the same bundle of

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benefits/services consistently to buyers (Brand Promise Brand Equity)  
3. Steps in the Strategic Brand Management Process 1. 2. 3.

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January 2005; DOI: [10.1007/978-3-8349-4541-9\\_3](https://doi.org/10.1007/978-3-8349-4541-9_3). ... find

out, think and feel when they come into contact with a certain brand (Keller, 2008). ...

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