



Best Practice Cases in Branding for Strategic Brand Management, 3/e

Kevin Lane Keller

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The twelve cases in this book, written by Kevin Lane Keller, one of the international leaders in the study of strategic brand management and integrated marketing communications, feature some of the world's most successful brands and companies, including Levi Strauss & Co., Intel, Nike, and DuPont. Keller's cases examine the strategic brand management process, best practice guidelines, and how to best build and manage brand equity. For executives and managers in marketing and/or brand management. This book is suggested for use with *Strategic Brand Management, 2e*, also by Kevin Lane Keller and published by Prentice Hall.

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