



The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term 4th edition (New Strategic Brand Management: Creating & Sustaining Brand Equity)

Jean-Noël Kapferer

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The new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking. Explaining the latest techniques used by companies worldwide, author Jean-Noel Kapferer covers all the leading issues faced by brand strategists today, supported by numerous international case studies. With both gravitas and intelligent insight, the book reveals new thinking on an array of topics including: brand architecture and diversity strategies; market adaptation approaches; and positioning in the private label and store brand environment.

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