

# **Best Practice Cases In Branding For Strategic Brand Management, 3/e By Kevin Lane Keller**

**By Kevin Lane Keller**

Best Practice Cases in Branding: Kevin Lane Keller is acknowledged as one of the international leaders in the study of strategic brand management and integrated

The Branding knowledge bank provides guidance & understanding on building & developing a brand with branding information & branding best practice guides

Summary: 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

This book is suggested for use with Strategic Brand Management, 2e, also by Kevin Lane Keller. Kevin Lane Keller is 3. Best Practice Cases in Branding.

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