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## **Strategic Brand Management - Pearson Education**

Kevin Lane Keller, Strategic Brand Management, 3rd edition, Prentice-Hall, 2008. Course Objectives Some of a firm's most valuable assets are the brands that it has invested in and developed over



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## **THIRD EDITION - GBV**

Editions for Strategic Brand Management: 0131888595 (Hardcover published in 2007), 0273779419 (Hardcover published in 2012), ... Third Edition, Hardcover, 692 pages  
Author(s): ... Keller: Strategic Brand Management \_4 (Hardcover)  
Published October 1st 2012 by Pearson ...

## **Editions of Strategic Brand Management by Kevin Lane Keller**

Alicia Coverdale Chapter 7 This chapter identifies and thoroughly discusses eight different ways to gain brand equity by “leveraging secondary associations”: linking the brand to the

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