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Kevin Lane Keller is the
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2. Establish the totality of brand meaning in the minds of consumers
3. Elicit the proper

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customer responses to
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Kevin Lane Keller on this exciting, new 5th Edition. This edition also features a greater focus on digital branding, so students are aware of the exciting new opportunities and daunting challenges brands must face in connecting with today's consumers.

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industry thinking and developments, 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

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