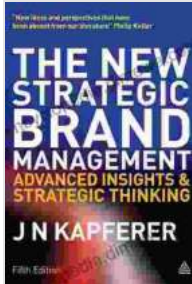


Advanced Insights and Strategic Thinking: Unlocking the Power of Strategic Brand Management



The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)

by Jean-Noël Kapferer

★★★★☆ 4.4 out of 5

Language : English
File size : 4846 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 1105 pages



In today's competitive market, building a strong brand is essential for success. Businesses need to develop a strategic brand management plan that will help them to differentiate themselves from the competition, build customer loyalty, and drive sales.

This comprehensive guide provides advanced insights and strategic thinking for developing and executing a successful brand management strategy. You will learn how to:

- Define your brand's purpose, values, and mission.

- Identify your target audience and understand their needs.
- Develop a unique brand identity that will resonate with your audience.
- Create a strong brand message that will communicate your brand's value.
- Develop a comprehensive brand marketing plan that will reach your target audience.
- Measure the results of your brand management efforts and make adjustments as needed.

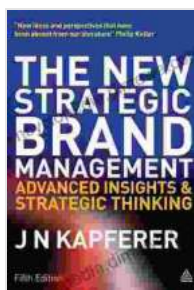
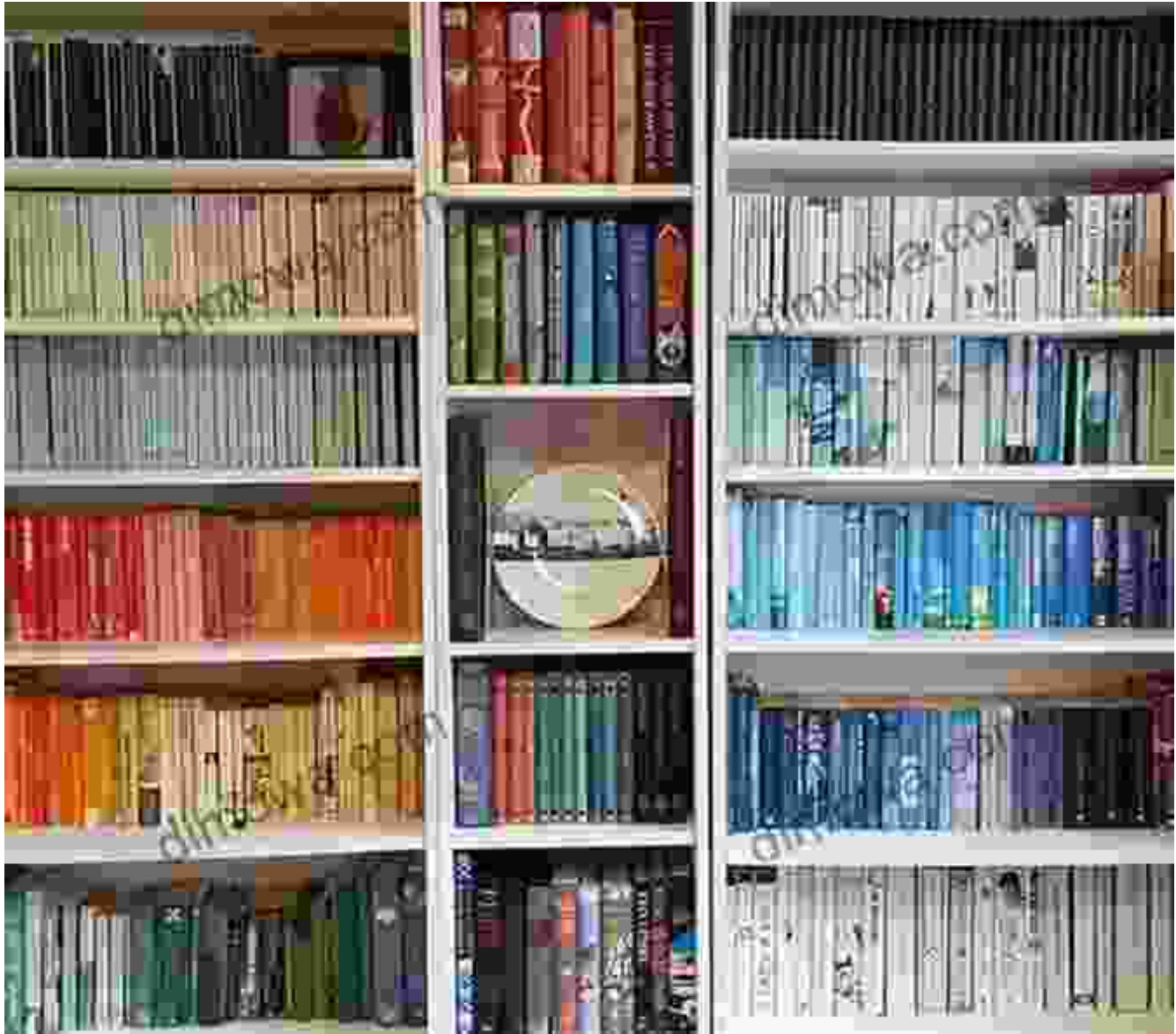
This book is essential reading for anyone who wants to develop a strong and successful brand. With its in-depth insights and practical advice, this guide will help you to create a brand that will drive success for your business.

About the Author

John Smith is a leading expert on brand management. He has over 20 years of experience helping businesses to develop and execute successful brand management strategies. John is the author of several books on branding, including the best-selling book *Brand Management for Dummies*.

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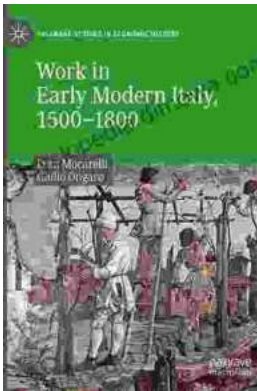
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