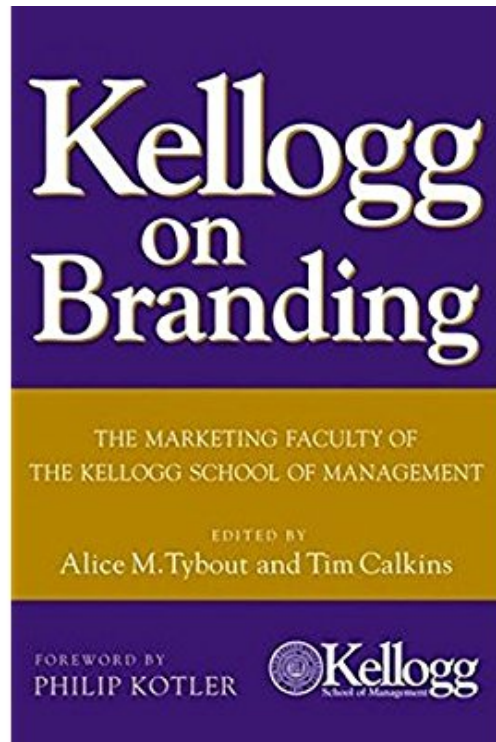


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Synopsis :

Review "...rich in stories...rich in insights" (The Economist, 26th November 2005) Read more From the Inside Flap Kellogg on Branding is an authoritative anthology of the latest insights, theories, and practices revolutionizing branding from the renowned Kellogg School of Management at Northwestern University. Properly managed, brands can be a company's most valuable asset, creating lasting customer loyalty and preferences strong enough to overcome intense competition and price differences. This book gives executives and managers the information they need to build strong, enduring, and profitable brands. Topics covered in the book include: Developing a compelling brand positioning Extending an established brand Strategically managing a brand portfolio Building a brand-focused organization Measuring brand value The book includes chapters by respected marketing professors as well as top industry executives, and cites examples from brands as diverse as Nordstrom, Wal-Mart, Harley-Davidson, BMW, TiVo, palmOne, Dell, Gillette, Tiffany, and Levi Strauss. Kellogg on Branding is an invaluable guide for marketing executives and managers, consultants, and students. Read more See all Editorial Reviews Kellogg School of Business - Advanced Marketing ManagementAd · www.kellogg.northwestern.edu/AdvMktgMgmt · Northwestern UniversityTranslating High-level Aspirations into Tangible Initiatives. Request More Info!Specialized programs · World-class university · Accomplished facultyAll Executive Programs · Exec Development Program · Find the Program for YouKellogg on Branding: The Marketing Faculty of The Kellogg ...www.amazon.com › Books › Business & Money › Marketing & SalesBuy Kellogg on Branding: The Marketing Faculty of The Kellogg ... of the by faculty at the Kellogg School of Management at ... Book reviews & recommendations ...Kellogg on Branding: The Marketing Faculty of the Kellogg ...https://www.goodreads.com/book/show/820484/5 · 8 reviews · By Alice M. Tybout · 334 pagesKellogg on Branding has 175 ratings and 8 reviews. Beam said: [Review]Another book to be ... Kellogg on Branding has ... The Marketing Faculty of the Kellogg School ...Amazon.com: Kellogg on Branding: The Marketing Faculty of ...www.amazon.com › Kindle Store › Kindle eBooks › Business & MoneyKellogg on Branding: The Marketing Faculty ... The Marketing Faculty of The Kellogg School of Management. ... This is the first book on branding from the faculty ...Kellogg School of Management - Official Sitewww.kellogg.northwestern.eduAt Kellogg School of Management, ... The Kellogg Experience; Faculty & Research ... Finding balance on the marketing tightrope. Learn more;Wiley: Kellogg on Branding: The Marketing Faculty of The ...www.wiley.com › ... › Marketing & Sales › Strategic MarketingThis is the first book on branding from the faculty ... TIM CALKINS is Clinical Associate Professor of Marketing at the Kellogg School of Management ... Reviews ...Kellogg on branding : the marketing faculty of the Kellogg ...search.library.utoronto.ca/details?5626372... Kellogg School of Management at ... a marketing classic, Kellogg on Branding includes ... is the first book on branding from the faculty of ...Wiley: Kellogg on Branding: The Marketing Faculty of The ...www.wiley.com › ... › Marketing & Sales › Strategic MarketingKellogg on Branding: The Marketing Faculty of The ... of Marketing at the Kellogg School of Management and co ... BOOK IN THE SUCCESSFUL KELLOGG ...Philip Kotler - Faculty - Kellogg School of Managementwww7.kellogg.northwestern.edu › Faculty and ResearchPhilip Kotler is the S.C. Johnson & Son Professor of International Marketing at the Kellogg School of Management, ... marketing book in ... Kellogg's top faculty ...Kellogg on

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