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The The New Strategic Brand Management has been rewritten and fully revised to bring readers absolutely up-to-date with the dramatic changes that have taken placeRevealing and explaining the latest techniques used by companies worldwide, author Jean-Nol Kapferer covers all the leading issues faced by the brand strategist today, supported by an array of international case studies The New Strategic Brand Management has been rewritten and fully revised to bring readers absolutely up-to-date with the dramatic changes that have taken place The New Strategic Brand Management has been rewritten and fully revised to bring readers absolutely up-to-date with the dramatic changes that have taken place in brand management g with the concept and practice of brand management in its totality, it is packed with fresh examples and case studies of brands from all over the Gain essential Understand the strategic significance of target segmentation and brand positioning and write a brand positioning statement. AUTHOR: Kapferer, Jean-Noël. Compose a TOWS (threats, opportunities, students to understand and overcome the challenges of brand management and strategy today, written by the leading international expert of branding, Jean-Noël Kapferer. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota The New Strategic Brand Management has been rewritten and fully revised to bring readers absolutely up-to-date with the dramatic changes that have taken place Missing: pdf ISBNTITLE: The new strategic brand management; advanced insights and strategic thinking, 5th ed. PUBLISHER: Kogan This article develops a framework of three strategic brand management archetypes that provide new insights into the complexity and often paradoxical ambiguity of branding This course offers a comprehensive guide to mastering the principles of brand management, transforming it into more than just a valuable skill.