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Keller's Brand Equity
model is also known as
the Customer-Based

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Equity (CBBE) Model. Kevin Lane Keller developed the model and published it in his widely used textbook, "Strategic Brand Management." Within a pyramid, the model highlights four key levels that you can work through to create a successful brand. These four levels are:
Brand identity.

Keller's Brand Equity Model - Strategy

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Kevin Lane Keller is an international leader in the study of brands, branding, and strategic brand management, with research focused on improving marketing strategies through an understanding of consumer behavior. He has served as a consultant and advisor to marketers for some of the world's most successful brands.

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"Branding is in the midst of a renaissance, and Kevin Keller's Strategic Brand Management can be recommended as the reference source to all those concerned with building and managing brands. This is an exceptionally comprehensive treatment of the

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2005, he is also the co-author with Philip Kotler of the all-time best selling

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variety of different
types of marketing
projects.

Kevin Lane Keller :: About Kevin Lane Keller

In marketing, brand management begins with an analysis on how a brand is currently perceived in the market, proceeds to planning how the brand should be perceived if it is to achieve its objectives

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and continues with ensuring that the brand is perceived as planned and secures its objectives. Developing a good relationship with target markets is essential for brand management.

Brand management - Wikipedia

Create profitable brand strategies by building, measuring, and managing brand equity

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