

# 《Kellogg On Branding: The Marketing Faculty Of The Kellogg School Of Management 9780471690160》

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## 内容简介

The Foreword by renowned marketing guru Philip Kotler sets the stage for a comprehensive review of the latest strategies for building, leveraging, and rejuvenating brands. Destined to become a marketing classic, Kellogg on Branding includes chapters written by respected Kellogg marketing professors and managers of successful companies. It includes:

- \* The latest thinking on key branding concepts, including brand positioning and design
- \* Strategies for launching new brands, leveraging existing brands, and managing a brand portfolio
- \* Techniques for building a brand-centered organization
- \* Insights from senior managers who have fought branding battles and won

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## 作者简介

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