

Administracion Estrategica De Marca Kevin Keller Pdf

Domingo Sanna

Comunicación rentable en marketing Domingo Sanna, 2013-11-23 Las enseñanzas vertidas en este libro reflejan la sinergia de un doble perfil profesional: ha sido escrito por un académico, con una extensa trayectoria en la práctica de la comunicación de marketing aplicada a empresas que comercializan productos y servicios. Desde lo académico el libro es exhaustivo, y su base científica se refleja en la opinión y visión de más de una treintena de escritores e investigadores de la comunicación de marketing o de las disciplinas que la componen. Una selección cuidadosa de literatura especializada de fuente estadounidense, europea, australiana y latinoamericana permite al autor amalgamar la suya a una visión global sobre la especialidad. El material de referencia es moderno, en su mayoría refiere a libros y papers publicados en los dos últimos años. Desde lo profesional, años de trabajo en compañías internacionales de renombre sumados a la práctica como consultor de empresas han hecho del autor un profesional preocupado por los resultados. La inclusión de la palabra “rentable” en el título del libro no es caprichosa ni una promesa vacía. El autor ha vertido su experiencia y este libro lo refleja en una propuesta concreta para medir el retorno a la inversión o ROI de la comunicación de marketing, y lo más importante, hacerlo considerando la inclusión de las redes sociales en el análisis. Tal cual afirma el reconocido y respetado Alejandro di Paola, fundador de la agencia de marketing di Paola y Asociados al referirse a este libro: “Con una extraordinaria combinación de teoría y práctica profesional, [Domingo] Sanna ha construido un trabajo notable de elaboración con su propia visión junto al análisis y síntesis de los principales pensadores del marketing de la actualidad. Asombra su dominio y dedicación a la lectura de casi todo lo que se publica acerca del marketing y su interacción con la tecnología”.

Strategic Brand Management Kevin Lane Keller, 2013-04-11 This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Incorporating the latest industry thinking and developments, this exploration of brands, brand equity, and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions—and thus improving the long-term profitability of specific brand strategies.

Strategic Brand Management Kevin Lane Keller, 2003 Written by today's leading authority in brand management and incorporating the latest industry thinking and developments, this exploration of brands, brand equity, and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making

better day-to-day and long-term brand decisions-- and thus improving the long-term profitability of specific brand strategies. Finely focused on how-to and why throughout, it provides specific tactical guidelines for planning, building, measuring, and managing brand equity. It includes numerous examples on virtually every topic and over 100 Branding Briefs that identify successful and unsuccessful brands and explain why they have been so. For industry professionals from brand managers to chief marketing officers.

Dirección de Marketing Philip Kotler, Kevin Lane Keller, 2006

Administración estratégica de marca Kevin Lane Keller, 2008

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition Kevin Lane Keller, Vanitha Swaminathan, 2019-07-04 For courses in brand management. Create profitable brand strategies by building, measuring, and managing brand equity Strategic Brand Management: Building, Measuring, and Managing Brand Equity looks at branding from the perspective of the consumer, and provides a framework that identifies, defines, and measures brand equity. Using insight from both academics and industry practitioners, the text draws on illustrative examples and case studies of brands marketed in the US and all over the world. New co-author and award-winning scholar Vanitha Swaminathan, joins Kevin Lane Keller on this exciting, new 5th Edition. This edition also features a greater focus on digital branding, so students are aware of the exciting new opportunities and daunting challenges brands must face in connecting with today's consumers. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

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Strategic Brand Management Kevin Lane Keller, M. G. Parameswaran, Isaac Jacob, 2010-12 Incorporating developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a theoretical foundation with numerous techniques and practical insights. Suitable for both graduates and upper-level

undergraduates.

Strategic Brand Management Kevin Lane Keller, 2015

Gestão estratégica de marcas Kevin Lane Keller, Marcos Machado, 2006 Este livro traz os seguintes temas - Marcas e gestão de marcas; Brand equity baseado no cliente; Posicionamento e valores de marca; Escolhendo elementos de marca; Programas de marketing para construção de brand equity; Comunicação integrada para construir brand equity; Associações secundárias para construir brand equity; Estratégias de branding e arquiteturas de marcas; Extensões de linha e introdução de novos produtos; Índice de empresas e marcas.

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