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Best Practice Cases in Branding. The twelve cases in this book, written by Kevin Lane Keller, one of the international leaders in the study of strategic brand management and integrated marketing communications, feature some of the world's most successful brands and companies, including Levi Strauss & Co., Intel, Nike, and DuPont.

Best Practice Cases in Branding by Kevin Lane Keller

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6: Nike: Building a Global Brand. Case; 7: DuPont: Managing a Corporate Brand. Case; 8: Nivea: Managing a Brand Hierarchy. Case; 9: Starbucks Corporation: Managing a High Growth Brand. Case; 10: Yahoo! Managing an Internet Brand. Case; 11: Snapple: Revitalizing a Brand. Case; 12: Accenture: Rebranding and Repositioning a Global Brand. (source: Nielsen Book Data) Summary Kevin Lane Keller is acknowledged as one of the international leaders in the study of strategic brand management and ...

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Keller's cases examine the strategic brand management process, best practice guidelines, and how to best build and manage brand equity. For executives and managers in marketing and/or brand management. This book is suggested for use with Strategic Brand Management, 2e, also by Kevin Lane Keller and published by Prentice Hall.

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Best Practice Cases in Branding, Strategic Brand ...

The ultimate question any company has to ask itself is, why would somebody want to work for us? Their employer branding should help provide the answers to that question. Here are twelve best practices a company should consider when establishing its employer branding to help improve its image with the best job seekers.

12 Employer Branding Best Practices You Need to Know

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Glassdoor once used Lithium Technologies as a case study in employer branding, and with good reason. As Glassdoor notes in its case study, Lithium has built an “ authentic ” careers page by foregrounding the voices of its employees. Rather than trying to sell a clearly corporate message, Lithium allows employees to do all the talking.

Top 10: Companies That Win Employer Branding

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