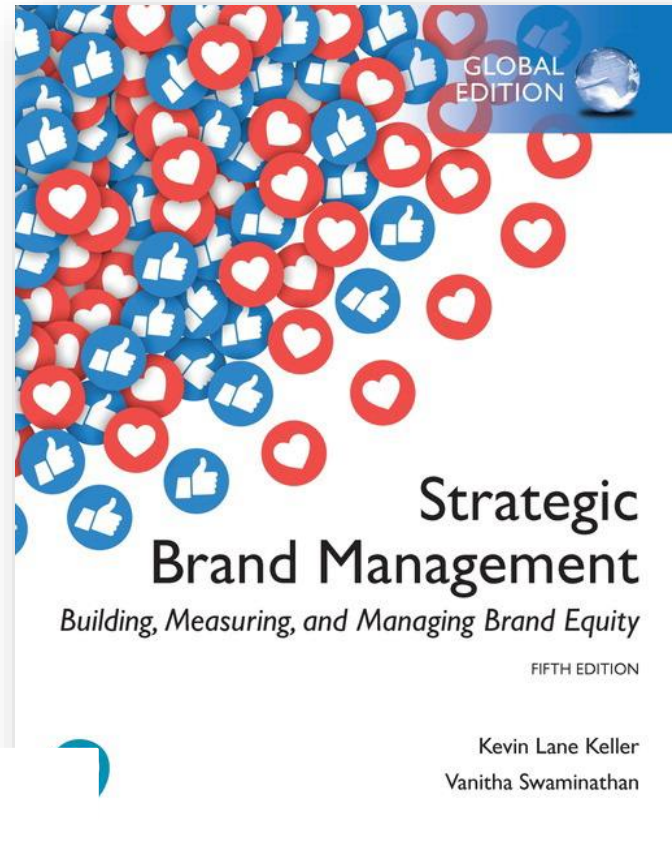




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Book Summary

Strategic Brand Management

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Introduction

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.

Vanitha Swaminathan has published in various leading marketing and management journals including *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, and *Strategic Management Journal*.

The Book contains 17 Chapters which are divided into 6 parts to ease the gaining the information

Part 1 : STRATEGIC BRAND MANAGEMENT: AN INTRODUCTION

- Brands and Brand Management

Strategic brand management is meant to support companies in getting (or improving) brand recognition, boosting revenue, and achieving long-term business goals.

Part 2: **DEVELOPING A BRAND STRATEGY**

- **Brand equity** is the value your company name has in the marketplace.
- **Positioning** is the use of marketing to project differentiation in your company, products or services to targeted customers.
- **Brand Chain Value** is a structured approach to assessing the sources and outcomes of brand equity and the manner by which marketing activities create brand value. It provides insights to support the various decision makers in the company and stresses that every member of the company contribute to this branding effort

Part 3: DESIGNING AND IMPLEMENTING BRAND MARKETING PROGRAMS

➤ Designing Step process :

1. Choosing Brand Elements to Build Brand Equity
2. Designing Marketing Programs to Build Brand Equity
3. Integrating Marketing Communications to Build Brand Equity
4. Branding in the Digital Era

Part 4: MEASURING AND INTERPRETING BRAND PERFORMANCE

➤ Measuring Sources of Brand Equity :

Capturing Customer Mind-Set

Capturing Market Performance

Part 5 : **GROWING AND SUSTAINING BRAND EQUITY**

- Designing and Implementing Brand Architecture Strategies
- Introducing and Naming New Products and Brand Extensions
- Managing Brands Over Time

Part 6 : **CLOSING PERSPECTIVES**

- Define the key components of brand architecture
(Master Brand – Sub Brand – Brand Extensions)
- Types of brand architecture
- Describe how a corporate brand is different from a product brand

Conclusions

In conclusion,

The book was very informative of many important aspects of brand management, and the style of writing was very pleasing to read, however it lacked in showing how these methods and strategies work with real life examples.