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Brands with a strong equity are no accident – they are a result of thoughtful and imaginative planning and a strategic brand management process. Firms launching a new product need to carefully and creatively craft brand strategies and tactics to maximize the probability of success.

Strategic Brand Management Process |
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10.9 The cultural brand management
process 229 10.10 Managerial
implications of the cultural approach 235
11.1 Taxonomy of brand management
1985–2006 246 11.2 Two dimensions and
four brand management paradigms 252
11.3 The logic of the approach chapters
257 List of illustrations ix

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