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management process  
involves the design  
and implementation of  
marketing programs  
and activities to build,

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measure, and message  
brand equity..  
Developing a strategy  
that successfully  
sustains or improves  
brand awareness,  
strengthens brand  
associations,  
emphasizes brand  
quality and utilization,  
is a part of brand  
management.

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Process | 4 Steps  
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Strategic Brand  
Management Process "

according to Kevin  
Lane Keller (2nd  
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Identifying and  
Establishing Brand  
Positioning and Values  
Planning and  
Implementing Brand  
Marketing Programs  
Measuring and  
Interpreting Brand  
Performance Growing  
and Sustaining Brand  
Equity it is important  
because you have to

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build a unique personality in the market, and how you want your client to see you ...

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even thousands, of  
books have appeared  
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Aperia and Georgson in  
this excellent European  
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gold standard. This  
work is, quite simply,  
the best in its field.'

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