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strategic brand

management combine

a comprehensive

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practice

Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go...

Brand Management

*Page 27/36*

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with numerous  
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Brand management: a theoretical and practical approach.

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Book Author(s)

Riezebos, H. J., Kist, Bas, Kootstra, Gert

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