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Professor Keller is currently conducting a variety of studies that address strategies to build, measure, and manage brand equity. In addition to Strategic Brand Management, which has been heralded as the “bible of branding,” he is also the co-author (with Philip Kotler) of the all-time best-selling introductory marketing textbook, Marketing Management, now in its 15 th edition.

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programmes and activities to build, measure, and manage brand equity. The book aims to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies.

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Strategic brand management is based on choosing a suitable strategy for the brand's growth and the frequent updating of the strategy. This long-term sustainable policy makes it

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