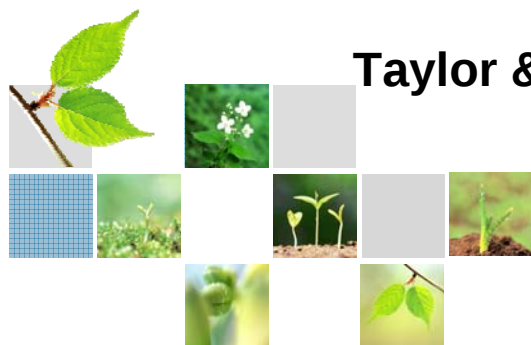


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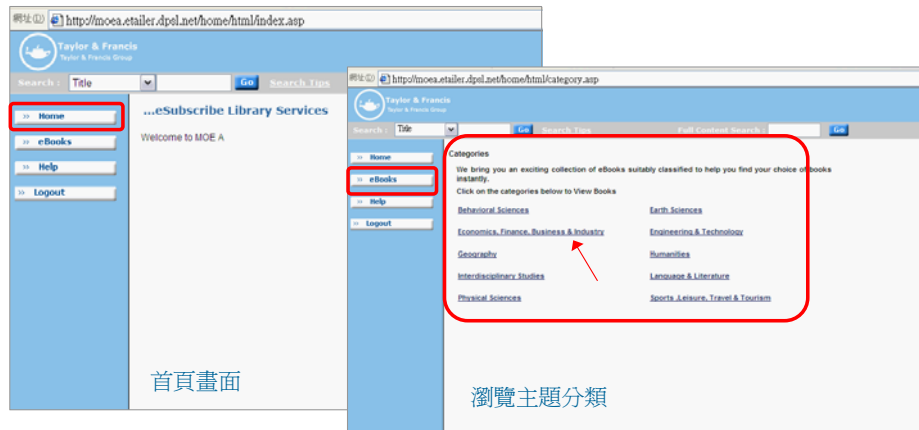
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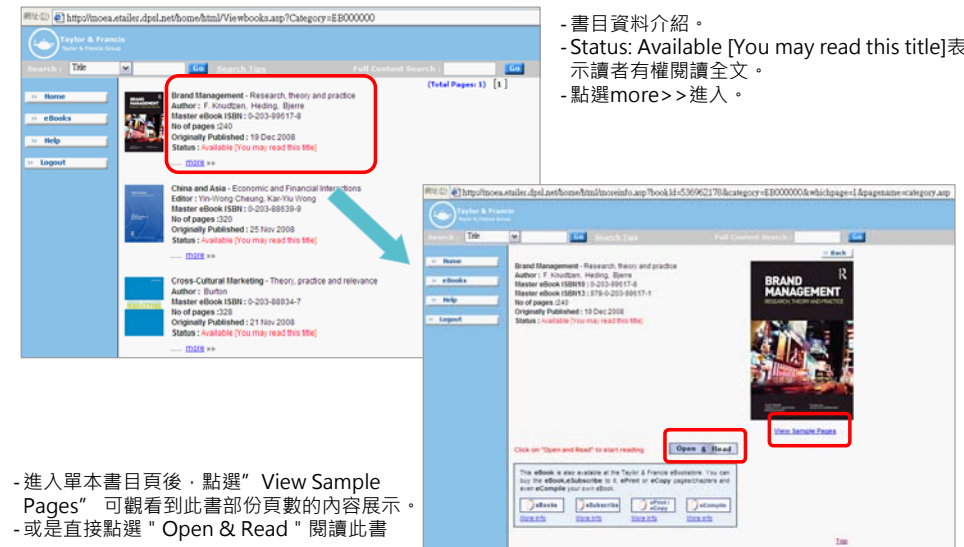


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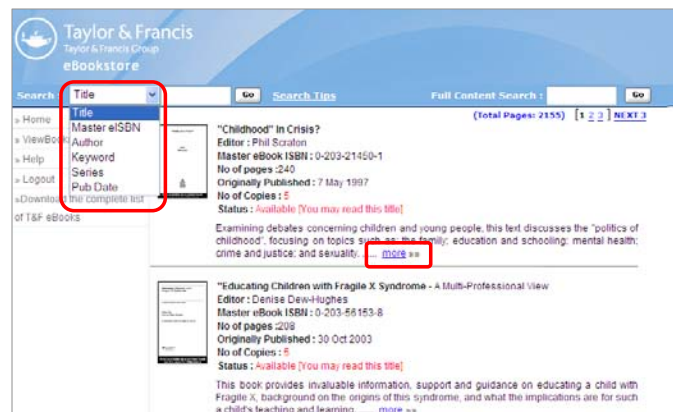
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This book provides a complete overview of brand management by taking you through seven brand approaches. These seven 'schools of thought' represent fundamentally different perceptions of the brand, the nature of the brand - consumer exchange, and how brand equity is created and managed. Understanding the seven brand approaches separately provides a deep insight into the strengths and weaknesses of each approach and hence the potential of brand management as a whole. This comprehensive understanding will enable the reader to create customized brand strategies matching the unique challenges and possibilities facing

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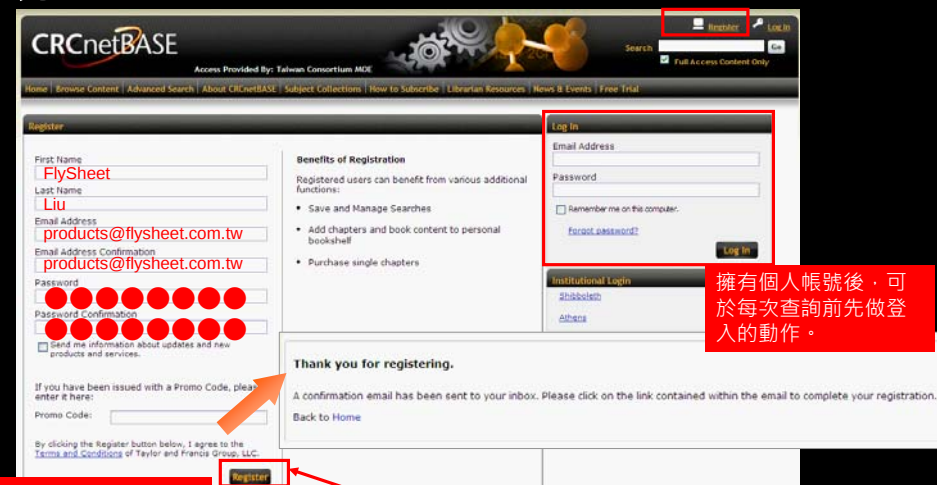


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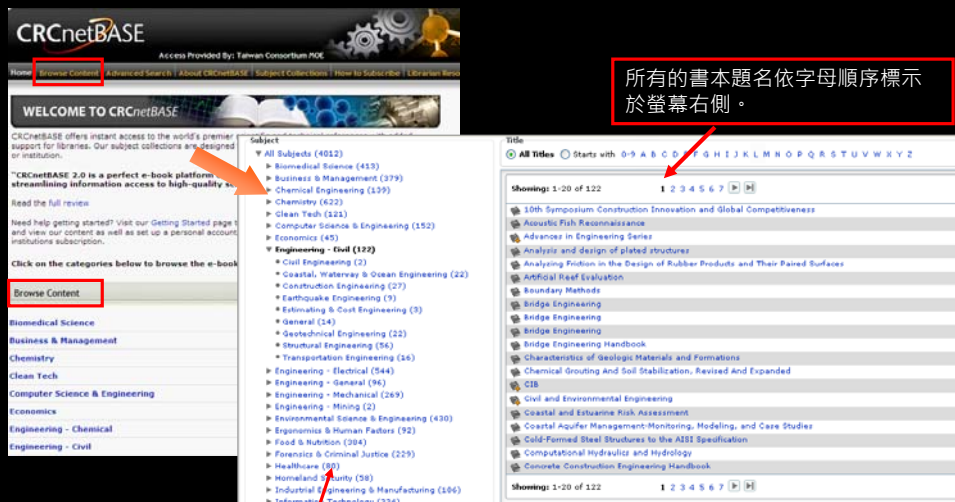
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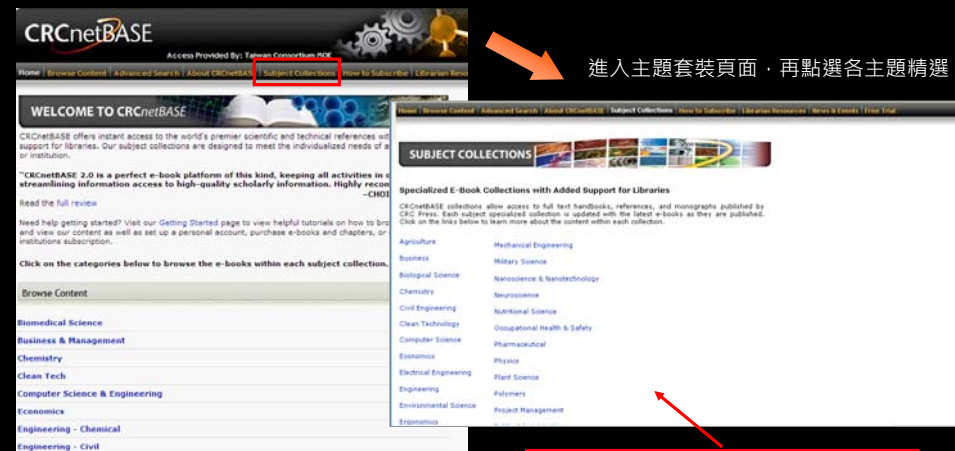
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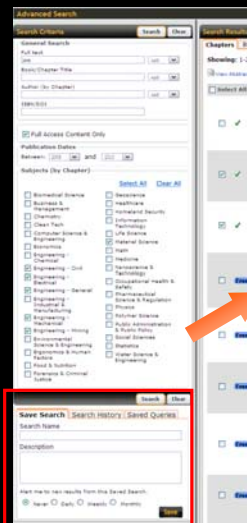
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