



Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management

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The Foreword by renowned marketing guru Philip Kotler sets the stage for a comprehensive review of the latest strategies for building, leveraging, and rejuvenating brands. Destined to become a marketing classic, Kellogg on Branding includes chapters written by respected Kellogg marketing professors and managers of successful companies. It includes:

- The latest thinking on key branding concepts, including brand positioning and design
- Strategies for launching new brands, leveraging existing brands, and managing a brand portfolio
- Techniques for building a brand-centered organization
- Insights from senior managers who have fought branding battles and won

This is the first book on branding from the faculty of the Kellogg School, the respected resource for dynamic marketing information for today's ever-changing and challenging environment. Kellogg is the brand that executives and marketing managers trust for definitive information on proven approaches for solving marketing dilemmas and seizing marketing opportunities.

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Editorial Review

Review

“...rich in stories...rich in insights” (*The Economist*, 26th November 2005)

From the Inside Flap

Kellogg on Branding is an authoritative anthology of the latest insights, theories, and practices revolutionizing branding from the renowned Kellogg School of Management at Northwestern University. Properly managed, brands can be a company's most valuable asset, creating lasting customer loyalty and preferences strong enough to overcome intense competition and price differences. This book gives executives and managers the information they need to build strong, enduring, and profitable brands. Topics covered in the book include:

- Developing a compelling brand positioning
- Extending an established brand
- Strategically managing a brand portfolio
- Building a brand-focused organization
- Measuring brand value

The book includes chapters by respected marketing professors as well as top industry executives, and cites examples from brands as diverse as Nordstrom, Wal-Mart, Harley-Davidson, BMW, TiVo, palmOne, Dell, Gillette, Tiffany, and Levi Strauss. Kellogg on Branding is an invaluable guide for marketing executives and managers, consultants, and students.

From the Back Cover

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Jane Moore:

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