



# Best Practice Cases in Branding, Strategic Brand Management (4th Edition)

*Kevin Lane Keller, lowey bundy Sichol*

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*For undergraduate and graduate courses in marketing strategy and branding.* This book is suggested for use with *Strategic Brand Management, 4e*, also by Kevin Lane Keller.

***Best Practice Cases in Branding, Strategic Brand Management, Fourth Edition***, is exclusively available through the Pearson Custom Library. Contact your Pearson Representative, or go to [www.pearsoncustomlibrary.com](http://www.pearsoncustomlibrary.com) to create an all-in-one textbook with all case studies, or customized text with select case studies.

Kevin Lane Keller is recognized as one of the international leaders in the study of strategic brand management and integrated marketing communications. The sixteen cases he wrote for this book feature some of the world's most successful brands and companies, such as Apple, Intel, Nike, and DuPont. The marketers behind these brands and companies have all made noteworthy contributions to our understanding of the strategic brand management process and how to best build and manage brand equity.

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This program presents a better teaching and learning experience—for you and your students.

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