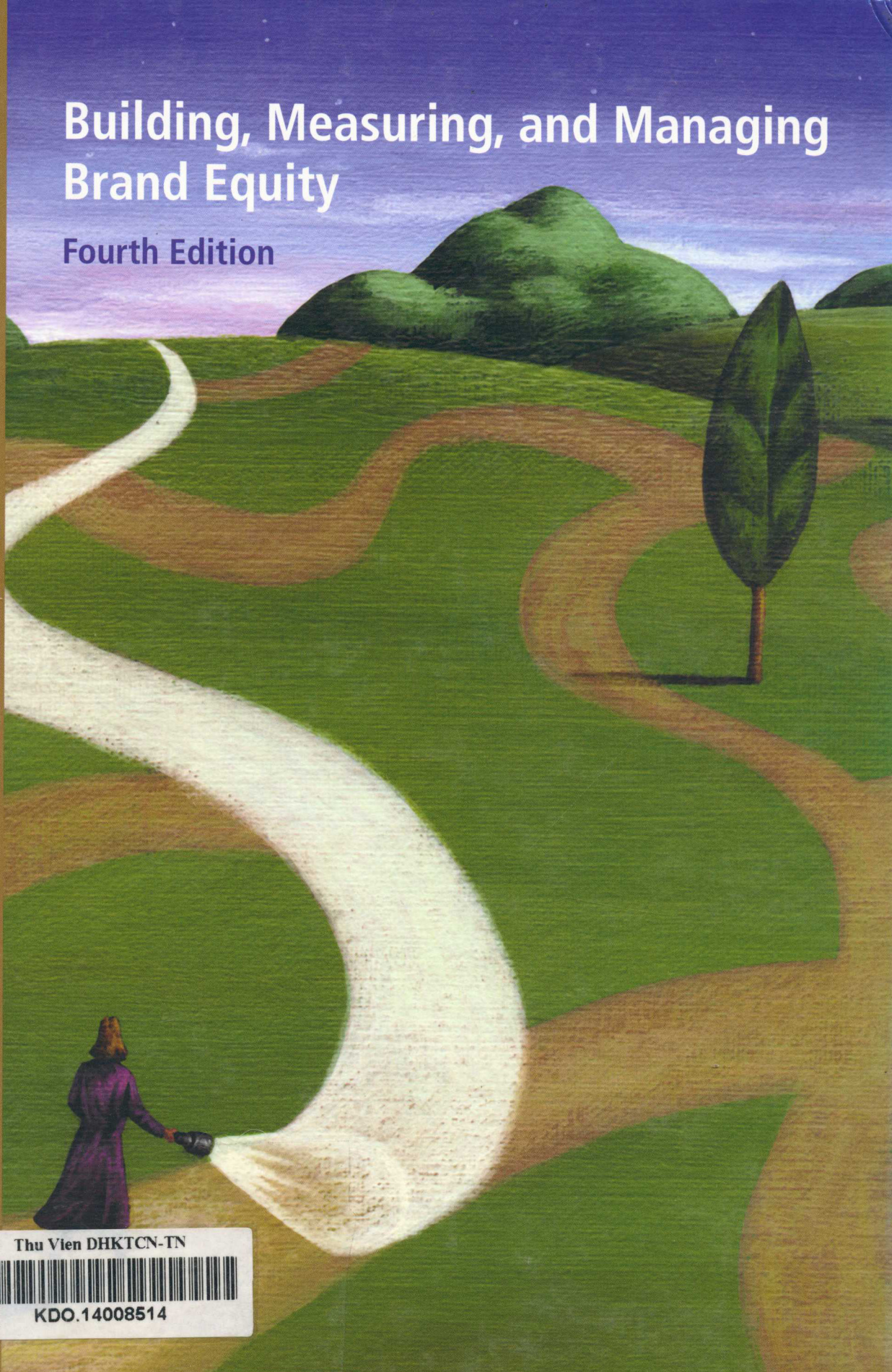


# Strategic Brand Management

## Building, Measuring, and Managing Brand Equity

Fourth Edition



Thu Vien DHKTCN-TN



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# Kevin Lane Keller



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## **Dedication**

This book is dedicated to  
my mother and the memory of my father  
with much love, respect, and admiration.

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