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# STRATEGIC BRAND **MANAGEMENT**

A EUROPEAN PERSPECTIVE SECOND EDITION



## Strategic Brand Management

Visit the *Strategic Brand Management*, second edition, Companion Website at **www.pearsoned.co.uk/keller** to find valuable **student** learning material including:

 Video cases on IKEA and Electrolux, including interviews with the top management teams



- · Links to relevant sites on the web
- Multiple choice questions

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