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Strategic Brand Management by Richard Elliott

Richard Elliott is Professor of Marketing and Consumer Research, Warwick Business School, and prior to this was Professor of Marketing at the University of Exeter. He has worked in brand management with a number of multinationals and was formerly account manager at the international advertising agency Norman, Craig and Kummel.

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Strategic Brand Management - Richard Rosenbaum-Elliott ...

Professor Richard Rosenbaum-Elliott is Dean of the School of Management, Professor of Marketing and Consumer Research, University of Bath, and Fellow of St Anne's College, Oxford. Professor Larry Percy is Visiting Professor, Copenhagen Business School and Luiss School of Business, Rome, and International Consultant in Marketing Communications and Brand Strategy.

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Strategic Brand Management, Second Edition, adopts an innovative socio-cultural perspective that provides students with an understanding of the dynamics of the field and enables them to engage with the issues that lie within. At the same time, the text also integrates more traditional notions of the brand in terms of equity and positioning.

Strategic Brand Management by Richard Rosenbaum-Elliott

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