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Kevin Lane Keller is an international leader in the study of brands, branding, and strategic brand management, with research focused on improving marketing strategies through an understanding of consumer behavior. He has served as a consultant and advisor to marketers for some of the world's most successful brands.

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Keller's Brand Equity model is also known as the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller developed the model and published it in his widely used textbook, "Strategic Brand Management." Within a pyramid, the model highlights four key levels that you can work through to create a successful brand. These four levels are: Brand identity.

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Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth

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College. Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke universities. At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on those topics.

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## Strategic Brand Management - Pearson Education

1. Ensure identification of the brand with customers and an association of the brand in customers' minds
2. Establish the totality of brand meaning in the minds of consumers
3. Elicit the proper customer responses to the brand identification and brand meaning
- 4.

## Chapter 2 (customer based brand equity) - SlideShare

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provides a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. Strategic brand management involves the design and implementation of marketing programmes and activities to build, measure, and manage brand equity. The book aims to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies.

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