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management process involves the design and implementation of marketing programs and activities to build measure and message brand equity developing a strategy that successfully sustains or improves brand awareness strengthens brand associations emphasizes brand quality and utilization is a part of brand management

managing brand equity david a aaker google books Feb 24 2020 1 12 2009 the winner of the paul d converse award for outstanding contributions to the development of the science of marketing and the vijay mahajan award for career contributions to marketing strategy he has published more than ninety articles and eleven books including strategic market management managing brand equity building strong brands and

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