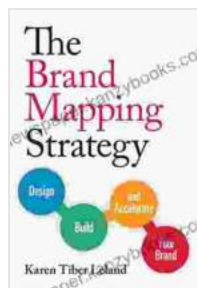


Unlock the Power of Brands: The Ultimate Guide to Brand Mapping Strategy

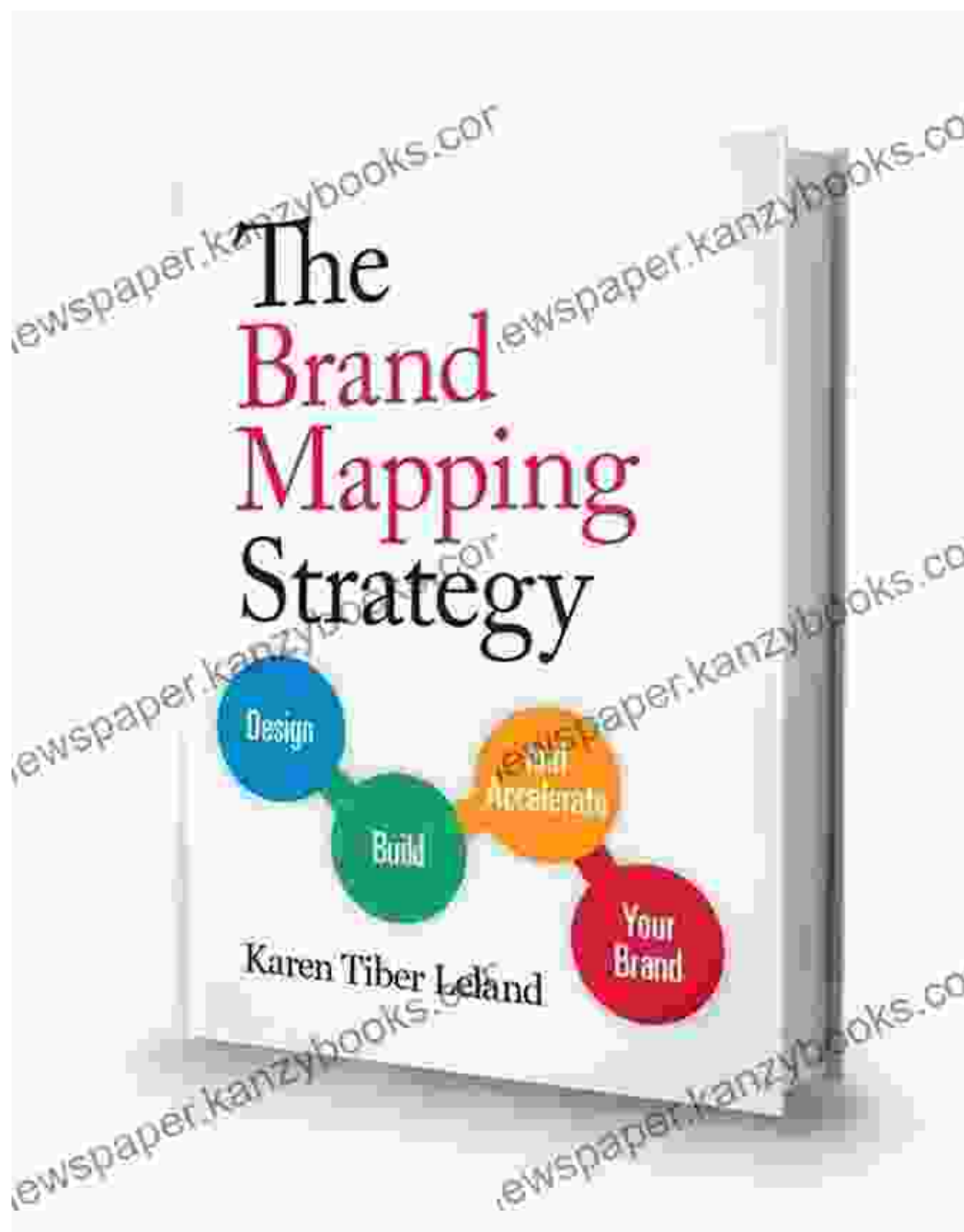


The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand by Karen Leland

★★★★☆ 4.4 out of 5

Language : English
File size : 6485 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 202 pages





In today's competitive marketplace, it's more important than ever to have a strong brand. But what does it take to build a brand that stands out from the crowd and resonates with customers? The answer lies in brand mapping.

Brand mapping is a strategic process that helps you visualize and understand your brand's position in the market. By creating a brand map, you can identify your brand's strengths and weaknesses, as well as

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The Brand Mapping Strategy

The Brand Mapping Strategy is the definitive guide to brand mapping. Written by David Aaker and Kevin Lane Keller, two of the world's leading experts on branding, this book provides a step-by-step process for creating a brand map and using it to drive your marketing and branding efforts.

In The Brand Mapping Strategy, you will learn:

- The different types of brand maps
- How to create a brand map
- How to use a brand map to drive your marketing and branding efforts
- How to track your brand's progress over time

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The Brand Mapping Strategy is essential reading for anyone who wants to build a strong brand. This book is ideal for:

- Marketing professionals
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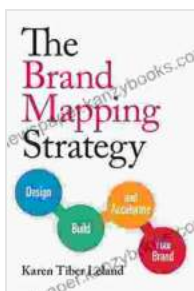
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David Aaker is a professor of marketing at the University of California, Berkeley. He is the author of several books on branding, including Brand Leadership and Building Strong Brands.



Kevin Lane Keller is a professor of marketing at the Tuck School of Business at Dartmouth College. He is the author of several books on branding, including Strategic Brand Management and Consumer Behavior.



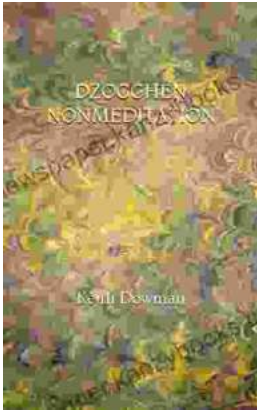
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