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Strategic Brand Management, 3rd edition, Kevin Lane Keller, Prentice-Hall. 2. Best Practice Cases in Branding, 3rd edition, Kevin Lane Keller, Prentice-Hall. 3. Additional readings and lecture notes are distributed through Blackboard. 4. Brand Week - www.brandweek.com (recommended) Catalog Course Description: Prerequisite: MBA 606

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

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