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Global Brand Power - Wharton School Press

With the value and importance of brands on the rise in today's global marketplace, brand managers and other executives need to create strategies for growing and protecting these critical assets. They need tools for measuring their value, how to communicate their brand, and when and how to reposition it. In her new book, Global Brand Power: Leveraging Branding for Long-Term Growth, Wharton marketing professor Barbara Kahn fills these needs.

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"Global Brand Power: Leveraging Branding for Long-Term Growth" is written by Barbara E Khan and published by Wharton Digital Press. Dr Kahn is one of the leading experts and publishers (academic peer reviewed journals) in marketing and branding.

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Reading List: Wharton@Work - Wharton Executive Education

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'Global Brand Power': Barbara Kahn ... - Knowledge@Wharton

In 2013, she published Global Brand Power: Leveraging Branding for Long-Term Growth. Americus Reed, II is the Whitney M. Young Jr., Professor of Marketing at the Wharton School, University of Pennsylvania, where he has served on faculty since 2000.

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