

Strategic Marketing Management Alexander Chernev

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Strategic Marketing Management Alexander Chernev

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Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an area

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editor for the Journal of Marketing and serves on the editorial boards of the top research journals, including the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and Journal of the Academy of Marketing Science.

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Strategic Marketing Management: The Framework - AChernev

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University.

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Strategic Marketing Management, 9th Edition - Chernev

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Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He is an expert in marketing strategy, brand management and consumer behavior. Dr. Chernev holds a Ph.D. in psychology and a second Ph.D. in business administration from Duke University.

Alexander Chernev - Professor of Marketing, Kellogg School ...

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He holds a PhD in psychology from Sofia University and a PhD in business administration from Duke University.

Alexander Chernev - Faculty - Kellogg School of Management

Strategic Brand Management This book presents a cohesive framework for brand management that delineates the unique role of brands as a means of creating market value. Topics covered include designing effective brand strategy and tactics, developing a brand value proposition, managing brand portfolios, cobranding, brand repositioning, brand ...

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Strategic Marketing Management: Theory and Practice is a foundational marketing management and marketing strategy textbook.It outlines the essentials of marketing theory;

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Strategic Marketing Management: Theory and Practice - AChernev

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Professor Chernev teaches marketing management, marketing strategy, brand management, and behavioral decision theory in MBA, PhD, and executive education programs. He has received numerous teaching...

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Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He holds a PhD in psychology from Sofia University and a second PhD in business...

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Chernev's contribution to the field of marketing can be summed in neatly in one word: Frameworks. He takes abstract concepts and melds them together into sensible, structured frameworks that shows how the concepts and principles fits - and work - together.

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Overview Strategic Marketing Management: Theory and Practice offers a systematic overview of the fundamentals of marketing theory, defines the key principles of marketing management, and presents a value-based framework for developing viable market offerings.

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