

PART 1. Introduction

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End of Chapter 2 case study. British Petroleum: can a tarnished brand recover following an ecological disaster?

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End of Chapter 3 case study. Fage Yogurt: sustaining competitive advantage in a crowded market

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Strategic marketing decisions, choices, and mistakes

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End of Chapter 5 case study. Celebrity brands: a risky business

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End of Chapter 7 case study. The relationship chain

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