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Brand Consolidation - Re-Positioning Unilever's European Ice Cream Business Case Study 23.08 Branding Project Presentations References 1. Keller, Kevin Lane, Strategic Brand Management. Prentice Hall 2. Kapferer, Jean-Noel, The New Strategic Brand Management: Advanced Insights and Strategic Thinking, Kogan Page; Fifth Edition edition. 3.

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Stanford, and UNC. He has served as brand confidant to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi Strauss, Procter & Gamble, and SAB Miller. His textbook, Strategic Brand Management, has been adopted at top business schools and leading firms around the world.

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