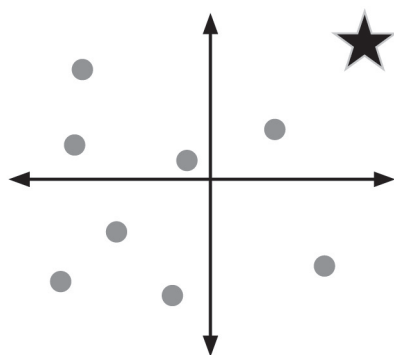


## *Positioning for Advantage*



# POSITIONING FOR ADVANTAGE

Techniques and Strategies  
to Grow Brand Value



**KIMBERLY A. WHITLER**



Columbia University Press  
*Publishers Since 1893*  
New York Chichester, West Sussex  
cup.columbia.edu

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Library of Congress Cataloging-in-Publication Data

Names: Whitler, Kimberly A., author.

Title: Positioning for advantage : techniques and strategies to  
grow brand value / Kimberly A. Whitler.

Description: New York : Columbia University Press, [2021] |

Includes bibliographical references and index.

Identifiers: LCCN 2020056646 (print) | LCCN 2020056647 (ebook) |

ISBN 9780231189002 (hardback ; alk. paper) | ISBN 9780231548113 (ebook)

Subjects: LCSH: Brand name products—Management. | Branding (Marketing) |  
Product management.

Classification: LCC HD69.B7 W45 2021 (print) | LCC HD69.B7 (ebook) |

DDC 658.8/27—dc23

LC record available at <https://lcn.loc.gov/2020056646>

LC ebook record available at <https://lcn.loc.gov/2020056647>



Columbia University Press books are printed on permanent  
and durable acid-free paper.

Printed in the United States of America

Cover design: Noah Arlow