

Knowledge Production in Material Spaces: Disturbing Conferences and Composing Events

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{"title":"The New Strategic Brand Management - Jean Noel Kapferer  
[PDF]","link":"https://www.academia.edu/12869300/The_New_Strategic_Brand_Managem  
ent_Jean_Noel_Kapferer_PDF_","description":"A cardinal objective of marketing is  
to create value for customers and to capture value from customers in return.  
Building strong brands facilitate the achievement of this objective, since  
strong brands win customers' preference through the assurance of  
value.","pubDate":"Wed, 04 Jan 2023 20:49:00 GMT"}
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Reference

[Preparing Students for College and Careers: Theory, Measurement, and Educational Practice \(The Ncme Applications of Educational Measurement and Assessment\)](#)

[CEO Excellence: The Six Mindsets That Distinguish the Best Leaders from the Rest](#)