

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Keller's academic resume includes degrees from Cornell, Duke, and Carnegie-Mellon universities, award-winning research, and faculty positions at Berkeley, Stanford, and UNC. Through the years, 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, Samsung, and Starbucks. His textbook, *Strategic Brand Management*, in its 4th edition, has been adopted at top business schools and leading firms around the world and has been heralded as the “bible of branding.” He is also the co-author with Philip Kotler of the all-time best selling introductory MBA marketing textbook, *Marketing Management*, now in its 14th edition.