

MANAGING BRAND EQUITY

CAPITALIZING
ON THE
VALUE
OF A
BRAND
NAME

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Managing Brand Equity David A. Aaker, 2009-12-01 The most important assets of any business are intangible its company name brands symbols and slogans and their underlying associations perceived quality name awareness customer base and proprietary resources such as patents trademarks and channel relationships These assets which comprise brand equity are a primary source of competitive advantage and future earnings contends David Aaker a national authority on branding Yet research shows that managers cannot identify with confidence their brand associations levels of consumer awareness or degree of customer loyalty Moreover in the last decade managers desperate for short term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions causing irreversible deterioration of the value of the brand name Although several companies such as Canada Dry and Colgate Palmolive have recently created an equity management position to be guardian of the value of brand names far too few managers Aaker concludes really understand the concept of brand equity and how it must be implemented In a fascinating and insightful examination of the phenomenon of brand equity Aaker provides a clear and well defined structure of the relationship between a brand and its symbol and slogan as well as each of the five underlying assets which will clarify for managers exactly how brand equity does contribute value The author opens each chapter with a historical analysis of either the success or failure of a particular company s attempt at building brand equity the fascinating Ivory soap story the transformation of Datsun to Nissan the decline of Schlitz beer the making of the Ford Taurus and others Finally citing examples from many other companies Aaker shows how to avoid the temptation to place short term performance before the health of the brand and instead to manage brands strategically by creating developing and exploiting each of the five assets in turn [Building Strong Brands](#) David A. Aaker, 2011-11-08 As industries turn increasingly hostile it is clear that strong brand building skills are needed to survive and prosper In David Aaker s pathbreaking book *Managing Brand Equity* managers discovered the value of a brand as a strategic asset and a company s primary source of competitive advantage Now in this compelling new work Aaker uses real brand building cases from Saturn General Electric Kodak Healthy Choice McDonald s and others to demonstrate how strong brands have been created and managed A common pitfall of brand strategists is to focus on brand attributes Aaker shows how to break out of the box by considering emotional and self expressive benefits and by introducing the brand as person brand as organization and brand as symbol perspectives The twin concepts of brand identity the brand image that brand strategists aspire to create or maintain and brand position that part of the brand identity that is to be actively communicated play a key role in managing the out of the box brand A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands Aaker shows how to manage the brand system to achieve clarity and synergy to adapt to a changing environment and to leverage brand assets into new markets and products Aaker also addresses practical management issues introducing a set of brand equity measures termed the brand

equity ten to help those who measure and track brand equity across products and markets He presents and analyzes brand nurturing organizational forms that are responsive to the challenges of coordinated brands across markets products roles and contexts Potentially destructive organizational pressures to change a brand s identity and position are also discussed As executives in a wide range of industries seek to prevent their products and services from becoming commodities they are recommitting themselves to brands as a foundation of business strategy This new work will be essential reading for the battle ready

The Soundtrack Album Paul N. Reinsch, Laurel Westrup, 2020-02-17 The Soundtrack Album Listening to Media offers the first sustained exploration of the soundtrack album as a distinctive form of media Soundtrack albums have been part of our media and musical landscape for decades enduring across formats from vinyl and 8 tracks to streaming playlists This book makes the case that soundtrack albums are more than promotional tools for films television shows or video games they are complex media texts that reward a detailed analysis The collection s contributors explore a diverse range of soundtrack albums from Super Fly to Stranger Things revealing how these albums change our understanding of the music and film industries and the audio visual relationships that drive them An excellent resource for students of Music Media Studies and Film Screen Media courses The Soundtrack Album offers interdisciplinary perspectives and opens new areas for exploration in music and media studies

Managing Brand Equity David A. Aaker, 2000-07 The most important assets of any business are intangible its company name brands symbols and slogans and their underlying associations perceived quality name awareness customer base and proprietary resources such as patents trademarks and channel relationships These assets which comprise brand equity are a primary source of competitive advantage and future earnings Few people understand brand equity and how it must be implemented Provides a clear and well defined structure of the relationship between a brand and its symbol and slogan as well as each of the five underlying assets which clarifies exactly how brand equity does contribute value Illustrated

Competitive Success John A. Davis, 2010-02-15 Competitive Success How Branding Adds Value explains how companies can realize substantial competitive advantages and gains in financial and perceptive value if they develop a brand centric philosophy It describes the latest brand frameworks emphasizing their practical applications The book presents a comprehensive review of the entire brand spectrum including Brand strategy Implementation Customer brand insight Resource allocation Performance measurement

Brand Leadership Erich Joachimsthaler, David A. Aaker, 2009-09-29 Recognized by Brandweek as the dean of the brand equity movement David Aaker now prepares managers for the next level of the brand revolution brand leadership For the first time Aaker and coauthor Erich Joachimsthaler describe how the emerging paradigm of strategic brand leadership is replacing the classic tactically oriented brand management system pioneered by Procter Gamble This fundamental shift involves nothing less than a revolution in organizational structure systems and culture as the authors demonstrate with hundreds of case studies from companies such as Polo Ralph Lauren Virgin Airlines Adidas GE Marriott IBM McDonald s Maggi and Swatch This immensely

readable book provides the brand management team with the capability to Create and elaborate brand identities what should the brand stand for Use the brand relationship spectrum a powerful tool to harness subbrands and endorsed brands to form brand architectures that create clarity synergy and leveraged assets Identify the customer sweet spot and the driving idea that will move brand building efforts beyond advertising to break out of the clutter Use the Internet and sponsorship to make brands resources work more effectively Address the four imperatives of global brand management Like David Aaker s two previous bestselling books Brand Leadership will be essential reading for line executives and brand managers in market driven firms worldwide

Aaker on Branding David Aaker,2014-02-01 A highly concise and wonderfully cogent and insightful tutorial on the principles of brand stewardship and leadership Joseph V Tripodi former Chief Marketing Officer Subway and Coca Cola Aaker on Branding presents in a compact form the twenty essential principles of branding that will lead to the creation of strong brands Culled from the six David Aaker brand books and related publications these principles provide the broad understanding of brands brand strategy brand portfolios and brand building that all business marketing and brand strategists should know Aaker on Branding is a source for how you create and maintain strong brands and synergetic brand portfolios It provides a checklist of strategies perspectives tools and concepts that represents not only what you should know but also what action options should be on the table When followed these principles will lead to strong enduring brands that both support business strategies going forward and create coherent and effective brand families Nobody knows brand strategy better than David Aaker Aaker has taken all of the essential principles of branding and collapsed them into one epic brand book Whether you re a seasoned brand marketer or just getting started this book will provide you with a practical path to creating nurturing and leveraging strong brands Ann Lewnes CMO Adobe Technology I am a devoted user of David Aaker s work over many years I like many of you have benefitted from his insights in chunks Here those chunks are all pulled together and seasoned with years of his own applied work It s just outstanding Richard Lyons Dean Berkeley Haas School of Business Administration

Destinationsmarken und ihre Bedeutung im touristischen Wettbewerb Knut Scherhag,2003 Der Wettbewerb der touristischen Destinationen um den Gast den Touristen nimmt immer mehr zu Der Reisende sieht sich bei der Auswahl eines Reisezieles mit einer Vielzahl von Destinationsangeboten konfrontiert von denen der gr te Teil jedoch nicht ber ein eigenst ndiges Profil verf gt Um weiterhin von den Verbrauchern als eigenst ndige Destination wahrgenommen zu werden ist ein klar formuliertes Leistungsversprechen mit Produkten zu nachvollziehbaren Preisen notwendig das gleichzeitig dazu beitr gt eine positive emotionale Beziehung aufzubauen Diese Anforderung kann durch Markenbildung erreicht werden denn Marken bieten eine Orientierungshilfe und beinhalten eine klare Produkt Aussage Es reicht nicht mehr nur das naturr umliche Potential in Szene zu setzen der reiseerfahrene Tourist von heute erwartet klar und eindeutig strukturierte Angebote die ihm die Reiseentscheidung erleichtern Vor diesem Hintergrund wird zun chst ein grundlegender Rahmen zur Markenbildung erstellt woraufhin mit Hilfe von

Marktuntersuchungen analysiert wird was sowohl die Anbieter als auch die Nachfragerseite mit Destinationsmarken in Verbindung bringen Gleichzeitig wird nach der Bedeutung gefragt die einer Destinationsmarke von der jeweiligen Marktseite zugesprochen wird Basierend auf den Analyseergebnissen wird eine Vorgehensweise für die Ausgestaltung von Destinationsmarken skizziert in der die Spezifika touristischer Destinationen berücksichtigt sind Intellectual Property Russell L. Parr, Gordon V. Smith, 2005-04-29 This book is designed to simplify the process of attaching a dollar amount to intangible assets be it for licensing mergers and acquisitions loan collateral or investment purposes It provides practical tools for evaluating the investment aspects of licensing and joint venture decisions and discusses the legal tax and accounting practices and procedures related to such arrangements examines the business economics of strategies involving intellectual property licensing and joint ventures and provides analytical models that can be used to determine reasonable royalty rates for licensing and for determining fair equity splits in joint venture arrangements **Sport-Branding** Nicholas Adjouri, Petr Stastny, 2015-01-15 Wie hängen Sport Sponsoring und erfolgreiches Marken Management zusammen Welche Ziele können mit Sport Branding erreicht werden Welche Sportart und welches Event passen zur Marke Antworten auf diese und weitere Fragen bekommen Marken Praktiker in diesem Buch systematisch und grundlegend aufbereitet mit zahlreichen Fallbeispielen Analysen konkreten Schritten und Strategien Als eine besonders reizvolle Lektüre erscheint dieses Buch für Praktiker aus Sport und Wirtschaft die mit dem Thema Sport Sponsoring zu tun haben Ohne auf eine theoretische Fundierung zu verzichten erklärt es auf pragmatische Weise den Sinn einer langfristigen fairen und gefestigten Verbindung zwischen Sport und Wirtschaft und gibt nicht zuletzt durch die besonders anschaulichen Beispiele gute Ideen für die praktische Umsetzung Transfer Werbeforschung Praxis das Buch ist mit seinen vielen Beispielen und den sehr fundierten Hintergründen und Analysen ein wertvoller Ratgeber für alle Unternehmen und Marketing Experten die ins Sport Sponsoring zur Markenbildung einsteigen wollen business wissen de Brand Portfolio Strategy David A. Aaker, 2009-12-01 In this long awaited book from the world's premier brand expert and author of the seminal work Building Strong Brands David Aaker shows managers how to construct a brand portfolio strategy that will support a company's business strategy and create relevance differentiation energy leverage and clarity Building on case studies of world class brands such as Dell Disney Microsoft Sony Dove Intel CitiGroup and PowerBar Aaker demonstrates how powerful cohesive brand strategies have enabled managers to revitalize brands support business growth and create discipline in confused bloated portfolios of master brands subbrands endorser brands co brands and brand extensions Aaker offers readers step by step advice on what to do when confronting scenarios such as the following Brands are underleveraged The business strategy is at risk because of inadequate brand platforms The business faces a relevance threat caused by emerging subcategories The firm's brands are tired and bland Strategy is paralyzed by a lack of priority among the brands Brands are cluttered and confusing to both customers and employees The firm needs to move into the super premium or value arenas to create margin or sales volume

Margin pressures require points of differentiation. Renowned brand guru Aaker demonstrates that assuring that each brand in the portfolio has a clear role and actively reinforces and supports the other portfolio brands will profoundly affect the firm's profitability. Brand Portfolio Strategy is required reading not only for brand managers but for all managers with bottom line responsibility to their shareholders.

STRATEJİK MARKA YÖNETİMİ - İnşası, Ölçümü ve Marka Sermayesinin Yönetimi - STRATEGIC BRAND MANAGEMENT - Building, Measuring, and Managing Brand Equity Kevin Lane Keller, **Summary: Building Strong Brands** BusinessNews Publishing, 2013-02-15

The must read summary of David Aaker's book *Building Strong Brands*. How the Best Brand Managers Build Brand Equity. This summary of the ideas from David Aaker's book *Build Strong Brands* shows that a strong brand creates customer interest and loyalty and can be an organization's most valuable strategic asset. In fact, brand equity is historical; the current brand image is derived from actions previously taken. Therefore, the process of adding value to a brand so that it has greater equity in the future is termed a brand identity program. Through the integration of additional product attributes, organizational attributes, personality characteristics, and visual imagery including symbols, the brand identity program adds value to the brand in the future. In essence, this summary highlights that a strong brand is the strategic asset which holds the key to the long-term performance of any organization. Any initiative focused on building the value of the brand is integral to the long-term viability of the organization itself. Added value of this summary: Save time. Understand the key concepts. Increase your business knowledge. To learn more, read *Building Strong Brands* and discover a useful book to develop successful organizations.

Aaker on Branding David Aaker, 2025-05-06

Aaker on Branding distills the most essential branding principles from David Aaker's extensive works, offering a comprehensive guide to building a strong, enduring brand. This compact resource provides businesses with actionable insights on brand strategy, brand portfolios, and brand management, addressing key branding challenges and offering a road map to prioritize and apply Aaker's concepts effectively. Updated with seven new chapters on brand communities, disruptive innovation, the 5Bs, and more, the revised edition of *Aaker on Branding* will be indispensable for those looking to create agile, differentiated brands.

Managing brand equity BBC., **Building, Implementing, and Managing Brand Equity in Business Markets** Michael Beverland, 2010

Pearson eText for Strategic Brand Management Kevin Lane Keller, Vanitha Swaminathan, 2019-04-18

Create profitable brand strategies by building, measuring, and managing brand equity. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* looks at branding from the perspective of the consumer and provides a framework that identifies, defines, and measures brand equity. Using insight from both academics and industry practitioners, the text draws on illustrative examples and case studies of brands marketed in the US and all over the world. New co-author and award-winning scholar Vanitha Swaminathan joins Kevin Lane Keller on this exciting new 5th Edition. This edition also features a greater focus on digital branding so students are aware of the exciting new opportunities and daunting challenges brands must face in connecting with today's consumers. For courses in brand management, *Pearson eText* is a

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Building, measuring, and managing brand equity (4th edition). Kevin Lane Keller,2013 Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition Kevin Lane Keller, Vanitha Swaminathan,2019-07-04 For courses in brand management Create profitable brand strategies by building measuring and managing brand equity Strategic Brand Management Building Measuring and Managing Brand Equity looks at branding from the perspective of the consumer and provides a framework that identifies defines and measures brand equity Using insight from both academics and industry practitioners the text draws on illustrative examples and case studies of brands marketed in the US and all over the world New co author and award winning scholar Vanitha Swaminathan joins Kevin Lane Keller on this exciting new 5th Edition This edition also features a greater focus on digital branding so students are aware of the exciting new opportunities and daunting challenges brands must face in connecting with today s consumers The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you will receive via email the code and instructions on how to access this product Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed

Strategic Brand Management Kevin Lane Keller,2015

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