

MANAGING BRAND EQUITY

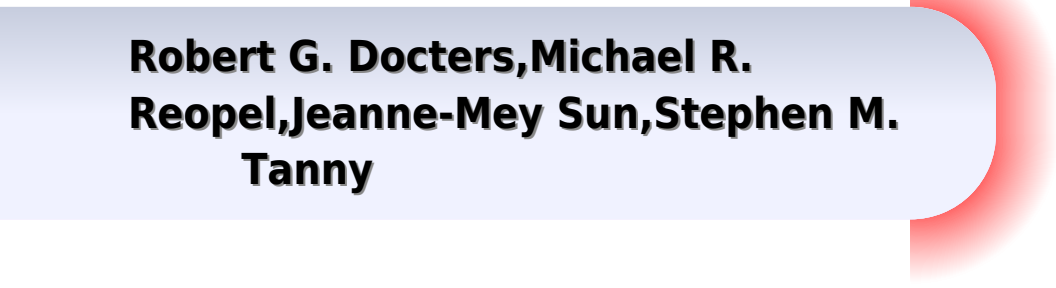
CAPITALIZING
ON THE
VALUE
OF A
BRAND
NAME

David A. Aaker



Managing Brand Equity David Aaker

**Robert G. Docters, Michael R.
Reopel, Jeanne-Mey Sun, Stephen M.
Tanny**



Managing Brand Equity David Aaker :

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

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

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

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

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

The Guru Guide to Marketing Joseph H. Boyett, Jimmie T. Boyett, 2003-02-25 Discusses the newest marketing concepts The Guru name is synonymous with expert candid advice The Guru format provides an easy reference to a wide range of ideas and practices

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

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

How to Use Advertising to Build Strong Brands John Philip Jones, 1999-07-13 John Philip Jones belongs to an elite group of intellectual adventurers searching for true meaning in an

increasingly complex communication industry Anyone involved in understanding how brands are born and nurtured should follow his work with keen interest Andy Fenning Executive Vice President Director of Strategic Development J Walter Thompson New York Advertising s greatest single contribution to business is its ability to build brands and this comprehensive volume covers all aspects of this critical marketing process Edited by John Philip Jones best selling author of What s in a Name Advertising and the Concepts of Brands and When Ads Work New Proof That Advertising Triggers Sales this handbook offers an authoritative examination of successful brand building techniques An authoritative cast of chapter authors representing a global mix of academic and professional backgrounds that examine all aspects of brand management brand equity new and mature brands and brand magic The brand concept is also extended in unexpected new areas such as political marketing green marketing and the arts This handbook is part of a series edited by John Philip Jones that stands as a complete library of essential advertising theory and practice Other volumes in this series include How Advertising Works The Role of Research and The Advertising Business

Managing Fashion Kaled K. Hameide, 2020-11-19 The fashion industry is a multibillion dollar global industry with a variety of organizational structures and a multitude of challenges Such scope triggered the recent rise in management programs in the U S and Europe aiming to produce and train young managers to meet such global and diverse challenges Managing Fashion covers the fashion business with a twist a management twist Its goal is to tackle the topics from a fashion manager perspective referencing relevant management concepts and theories thus offering a deeper and more practical dimension to the issues addressed It offers a balanced mix of fashion and management theory and application as well as creating an opportunity for analysis and critical thinking Discussions throughout the book are supported by specially developed case studies and relevant examples taken from the fashion industry It is an opportunity to expose the fashion student or reader as well as aspiring fashion managers to a more practical approach to fashion theories and issues Managing Fashion will serve as a core text for Fashion Studies Fashion Entrepreneurship and Fashion Merchandising majors as well as for special business degrees and management certificates targeting the fashion industry

Brand Planning for the Pharmaceutical Industry Janice MacLennan, 2017-03-02 Written by John Lidstone and Janice MacLennan the second edition of Marketing Planning for the Pharmaceutical Industry became accepted as the bible for the industry In this new companion book Janice MacLennan picks up two of the themes touched on in Marketing Planning market segmentation and branding and the inter relationship between these two and with this book makes them key topics for discussion Brand Planning for the Pharmaceutical Industry begins by exploring what branding is and why it is of importance particularly to the pharmaceutical sector The book then goes on to show how branding can be integrated into the early stages of the commercialization process for new products both in theory and in the real world The book provides a step by step guide to brand planning using market segmentation as the starting point The book is split into two parts the first dealing comprehensively with brand planning for products yet to get to the market with the second part applying the same process to

products that are already on the market Both parts are extremely pragmatic full of pertinent examples and insights from the pharmaceutical industry and are directly applicable to your own brand planning Brand Planning for the Pharmaceutical Industry concludes by confronting the problems that organizations are likely to have in actually making brand planning an integral part of their work and presents strategies for dealing with them Sponsorship in Marketing T. Bettina Cornwell,2020-03-11 Sponsorship of sports arts or events can be a powerful form of marketing communication for businesses and organizations This new edition of Sponsorship in Marketing introduces the fundamentals of sponsorship linked marketing helping the reader to understand how sponsorship can be planned executed and measured Drawing on original research and exploring key theory best practice and cutting edge issues the book fully explains how the sponsor can implement successful sponsorship to achieve communication and engagement objectives It covers every important conceptual and functional area of sponsorship in marketing communications including understanding the technology led transformation of sponsoring learning about audiences strategies and objectives leveraging and activation in traditional and social media building sponsorship portfolios and rosters managing and ending relationships understanding public policy and legal issues Every chapter includes international case studies and examples test questions and data from real organizations business campaigns and events vividly illustrating the link between fundamental principles and effective practice This updated edition features a new model of the sponsorship process with an ecosystem perspective discussion of endorsers and influencers in sponsorship an introduction to the impact of streaming on sponsoring and entirely new thinking on sponsorship returns and evaluation No other book provides such a comprehensive evidence based introduction to sponsorship demonstrating how organizations can connect brands to real life This is essential reading for all students and practitioners working in sport marketing sport business events marketing arts administration business communication or marketing management Basics of Branding Jay Gronlund,2013-08-23 Smart branding is essential for success yet it is often misunderstood Developing a brand that is relevant distinct and emotionally compelling can be very difficult for many managers mainly because they don't realize exactly what and how much goes into this branding process This book will explain this process In an easy to understand writing style Gronlund will show you the fundamentals that will help develop a value proposition that will excite customers Branding is all about creating a message or an impression that makes an impact and creates a rational and emotional connection with a customer Forming a bond of trust and comfort will build brand equity i.e. how people value your brand and customer loyalty We are living in a dynamic transformative global economy with mind boggling advances in technology Managers today can easily become preoccupied with social media vehicles and the innovative features of electronic devices and hence neglect the importance of the content or the message Adhering to the core elements of positioning and branding will help them develop more emotionally rich and powerful content And B2B managers will better understand and discover the real value of good branding so that their marketing and sales

communications will go beyond product features and emphasize relevant benefits that will strengthen their relationships with targeted customers

A History of Management Thought Morgen Witzel, 2016-12-16 Of all the sciences and social sciences management is the one that most deliberately turns its back on the past Yet management as we know it today did not spring into life fully formed Management has more than just a present it also has a past and a future and all three are inextricably linked This book charts the evolution of management as an intellectual discipline from ancient times to the present day Contemporary management challenges including sustainability technology and data and legitimacy are analysed through an historical lens and with the benefit of new case studies The author helps readers understand how the evolution of management ideas has interacted with changes in society By framing management's history as one of challenge and response this new edition is the perfect accompaniment for students and scholars seeking meaningful study in the business school and beyond Essential reading as a core textbook in management history the book is also valuable supplementary reading across the humanities and social sciences

Brand Management Strategies William D'Arienzo, 2016-09-22 As global economies grow and the cost of doing business increases the brand is the pre eminent business asset needed for success in global business development Brand Management Strategies Luxury and Mass Markets presents the brand experience on a market continuum from mass market to luxury using diverse examples from Burberry to BMW Coca Cola to Chanel and Starbucks to Starwood Underpinned by the author's many years of practical experience as both a professor and brand consultant this book details the proven steps necessary to develop build and sustain a successful brand strategy and business Features Filled with current examples from fashion brands such as Burberry Coach Banana Republic and Target and non fashion brands including Apple Samsung Hyundai Porsche Ritz Carlton Hotels and more Brandstorming Successes and Failures depict real world case studies of successful and not so successful branding strategies Experiential learning tools include learning objectives bolded key terms and end of chapter Conversations discussion questions and Challenges projects and activities STUDIO Resources Study smarter with self quizzes featuring scored results and personalized study tips Review concepts with flashcards of terms and definitions Teaching Resources Instructor's Guide provides suggestions for planning the course and using the text in the classroom supplemental assignments and lecture notes Test Bank includes sample test questions for each chapter PowerPoint presentations include full color images from the book and provide a framework for lecture and discussion

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Brand Clout Dennis C. Flynn, 2005 A key question confronting marketers is What is the true value of my brand and how can I manage my brand in order to get the greatest return on that value to benefit my company and my stakeholders The fact is that in today's business environment where confusion chaos and information overload reign and where complexity is the

norm your brand value may be your only lifeline to compete successfully Now you can learn how to effectively manage your brand for long term growth *Brand Psychology* Laura Busche,2023-11-17 Brand Psychology brings together theory and practice from the fields of psychology design and marketing to demystify the brand development process It explores the behavioral science behind brand building looking at the psychological principles at play whenever a brand is built and communicated Backed by research from various fields of psychology the book presents practical insights for developing memorable brands through its interdisciplinary character and emphasis on digital channels Throughout the book readers will learn to apply concepts from brand psychology social learning and persuasion identity design and sensory branding to attract and retain their ideal customers Each chapter presents insights from academic consumer behavior studies real life cases from inspiring brands and unique visual learning tools including infographics worksheets and timelines Ultimately it serves as a tool to bridge the gap between scientists and entrepreneurs offering clear research backed ideas to drive brand growth and reach human beings in a meaningful way during a time of independent brands and global connectivity This transformative book shows readers how to Develop memorable brands that resonate with their target audience Create powerful brand stories archetypes and strategies for growth Navigate brand management with mindful communication and active shaping of associations Containing cutting edge brand building tools this book is a must read for students and practitioners in brand management marketing design management graphic design business advertising and related spaces that aim to craft an identity that turns heads and hearts **Marketing Metrics** Paul W. Farris,2010 In this thoroughly updated and significantly expanded book four leading marketing researchers show exactly how to choose the right metrics for every challenge The authors show how to use marketing dashboards to view market dynamics from multiple perspectives maximize accuracy and triangulate to optimal solutions You ll discover high value metrics for virtually every facet of marketing promotional strategy advertising and distribution customer perceptions market share competitors power margins and pricing products and portfolios customer profitability sales forces and channels and more This edition introduces essential new metrics ranging from Net Promoter to social media and brand equity measurement Last but not least it shows how to build comprehensive models to support planning and optimize every marketing decision you make Publisher description Longitudinal Models in Marketing Vasudevan Sundararajan,2023-07-13 Longitudinal models play a very important role in marketing model building and there are some occasions when market research is conducted every day of the year These longitudinal models can be useful to marketing managers to make many informed and important decisions for optimal allocation of resources to marketing mix variables In particular we cover three major applications of these principles adhering to Advertising tracking monitors Brand Equity monitors and sales promotion monitors We introduce the reader to the basic principles and theory of econometrics in model building for analyzing sales and market share variables about marketing spending Different functional forms are discussed in the book And the readers are encouraged to use these

functional forms to model the three monitors mentioned above This book is targeted towards second year MBA students and marketing brand managers in companies to derive insights about the markets and competitors This is followed up with different tools for forecasting companies sales and market share This book is useful for managers in durables and fast moving consumer goods industries This book addresses the need for when and where to make insights about marketing mix variables through econometric models The author has 32 years of industry experience and is an expert in marketing models The author has a Ph D in marketing from Purdue University The book elucidates these theories without using complicated mathematical equations in simple to understand verbal models of complicated equations Services Marketing C. Bhattacharya, 2009

While most books on marketing and services are readable very few take the student's viewpoint and set out to answer the question Is it understandable in the affirmative This book and its pedagogy has been designed precisely with this in mind v Design The book has a consistency of design that is innovative with aesthetic appeals v Opening and Closing Cases Every chapter begins and ends with a case The cases introduce the primary theme and issues discussed in the chapter and closes with analytical tasks for the students The cases are original pertaining to Indian situations companies and protagonists helping the Indian students to connect v Objectives Every chapter has clear learning expectations get a glimpse of the chapter context and their respective importance v End of chapter Questions The questions are many and have been designed carefully to enhance learning for the students There are elements of research project work and academic exercises in them v Illustrations The book is generous with pleasing and informative charts tables and diagrams v Glossary The Appendix at the end of the book contains a glossary of services and marketing terminologies v Marketing models In addition to the text the appendix also contains major marketing models mentioned in the text which are frequently used by the marketers v How to do cases The Appendix also contains an useful section for all students a template for case discussion and analysis There are four parts in the book Part I takes an overview look at the major differences between services and goods and their characteristics classifications and different models It methodically analyses the section on the local domestic and international conditions and environment factors that have affected services It also examines the importance of Relationship Marketing in services Part II examines in depth the marketing of services It looks sweepingly and with depth at marketing planning and strategy service buying behaviour knowledge management and marketing research in services and the seven marketing mix variables for services Part III is about the assessment of service delivery and customer relationship management Part IV deals exclusively with comprehensive service cases The cases are in addition to the opening and closing cases The book lucidly explains the basic concepts of services and marketing and fills a long standing need of the students for a book on both services and marketing

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Table of Contents Managing Brand Equity David Aaker

1. Understanding the eBook Managing Brand Equity David Aaker
 - The Rise of Digital Reading Managing Brand Equity David Aaker
 - Advantages of eBooks Over Traditional Books
2. Identifying Managing Brand Equity David Aaker
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Managing Brand Equity David Aaker
 - User-Friendly Interface
4. Exploring eBook Recommendations from Managing Brand Equity David Aaker
 - Personalized Recommendations
 - Managing Brand Equity David Aaker User Reviews and Ratings
 - Managing Brand Equity David Aaker and Bestseller Lists
5. Accessing Managing Brand Equity David Aaker Free and Paid eBooks
 - Managing Brand Equity David Aaker Public Domain eBooks
 - Managing Brand Equity David Aaker eBook Subscription Services

- Managing Brand Equity David Aaker Budget-Friendly Options
- 6. Navigating Managing Brand Equity David Aaker eBook Formats
 - ePub, PDF, MOBI, and More
 - Managing Brand Equity David Aaker Compatibility with Devices
 - Managing Brand Equity David Aaker Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Managing Brand Equity David Aaker
 - Highlighting and Note-Taking Managing Brand Equity David Aaker
 - Interactive Elements Managing Brand Equity David Aaker
- 8. Staying Engaged with Managing Brand Equity David Aaker
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Managing Brand Equity David Aaker
- 9. Balancing eBooks and Physical Books Managing Brand Equity David Aaker
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Managing Brand Equity David Aaker
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Managing Brand Equity David Aaker
 - Setting Reading Goals Managing Brand Equity David Aaker
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Managing Brand Equity David Aaker
 - Fact-Checking eBook Content of Managing Brand Equity David Aaker
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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