

MANAGING BRAND EQUITY

CAPITALIZING
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VALUE
OF A
BRAND
NAME

David A. Aaker



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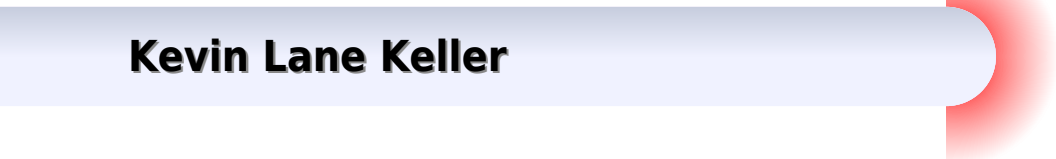
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Managing Brand Equity David A. Aaker, 2009-12-01 The most important assets of any business are intangible its company name brands symbols and slogans and their underlying associations perceived quality name awareness customer base and proprietary resources 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

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

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

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 David A. Aaker,Erich

Joachimsthaler,2012-12-11 Management fads come and go in the blink of an eye but branding is here to stay Closely watched by the stock market and obsessed over by the biggest companies brand identity is the one indisputable source of sustainable competitive advantage the vital key to customer loyalty David Aaker is widely recognised as the leading expert in this burgeoning field Now he prepares managers for the next wave of the brand revolution With coauthor Erich Joachimsthaler Aaker takes brand management to the next level strategic brand leadership Required reading for every marketing manager is the authors conceptualisation of brand architecture how multiple brands relate to each other and their insights on the hot new area of Internet branding Full of impeccable intelligent guidance BRAND LEADERSHIP is the visionary key to business success in the future *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 **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 **Brand Equity & Advertising** ,1993 **Building, measuring, and managing brand equity (4th edition)**. Kevin Lane Keller,2013 Aaker on Branding ,2014 Defining, Measuring, and Managing Brand Equity Lance Leuthesser,1988 *Brand Equity* Francisco Guzman,2017 *Keller: Strategic Brand Management eBook GE 4e* Kevin Lane Keller,2013-11-06 For students managers and senior executives studying Brand Management Keller s market leading strategic brand management book provides insights into profitable brand strategies by building measuring and managing brand equity The Global Edition strengthens relevance by using locally applicable examples that include Scoot Hyundai Etisalat Qantas Uniqlo Mambo 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 ll gain instant access to this eBook 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 **Branding and Brand Equity** Kevin Lane Keller,2002 **Brand Equity: Concepts and Practices** ,2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT AI Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you re a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey www.cybellium.com Strategic Brand Management Kevin Lane Keller,2003

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