

Building Strong



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DAVID A. AAKER
Author of BRAND LEADERSHIP

Aaker David Building Strong Brands

Paul W. Farris



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Building Strong Brands David A. Aaker, 1996 In 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 Aaker uses real brand building cases from Saturn, GE, Kodak and others to demonstrate how the best brand managers create brand equity.

Building Strong Brands David A. Aaker, 2012-10-01 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 organisation and brand as symbol perspectives. 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. 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.

Building Strong Brands David A. Aaker, 2010 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 organisation and brand as symbol perspectives. 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. 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, 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 Brand Equity & Advertising David A. Aaker, Alexander L. Biel, 2013-10-31 The tenth annual Advertising and Consumer Psychology Conference held in San Francisco focused on branding a subject generating intense interest both in academia and in the real world The principle theory behind these conferences is that much can be gained by joining advertising and marketing professionals with academic researchers in advertising Professionals can gain insight into the new theories measurement tools and empirical findings that are emerging while academics are stimulated by the insights and experience that professionals describe and the research questions that they pose This book consists of papers delivered by experts from academia and industry discussing issues regarding the role of advertising in the establishment and maintenance of brand equity making this volume of interest to advertising and marketing specialists as well as consumer and social psychologists *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, 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: **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.

David Aaker, a national authority on branding, contends 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 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.

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

Branding and Advertising Flemming Hansen, Lars Bech Christensen, 2003 Based on papers from a 2002 conference

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

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 perceptible 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

The Strategy of Global Branding and Brand Equity Alvin Lee, Jinchao Yang, Richard Mizerski, Claire Lambert, 2015-03-02 Why does a customer choose one brand over another What are the factors which would make an individual more inclined to choose your brand This book offers a way to predict which brand a buyer will purchase It looks at brand performance within a product category and tests it in different countries with very different cultures Following the Predictive Brand Choice PBC model this book seeks to predict a consumer's loyalty and choice Results have shown that PBC can achieve a high level of predictive accuracy in excess of 70% in mature markets This accuracy holds even in the face of price competition from a less preferred brand PBC

uses a prospective predicting method which does not have to rely on a brand's past performance or a customer's purchase history for prediction. Choice data is gathered in the retail setting at the point of sale. The Strategy of Global Branding and Brand Equity presents survey data and quantitative analyses that prove the method described to be practical, useful, and implementable for both researchers and practitioners of commercial brand strategies. **Handbook of Brand**

Relationships Deborah J. MacInnis, C. Whan Park, Joseph W. Priester, 2014-12-18 Brand relationships are critical because they can enhance company profitability by lowering customer acquisition and retention costs. This is the first serious academic book to offer a psychological perspective on the meaning of and basis for brand relationships as well as their effects. The Handbook of Brand Relationships includes chapters by well-known marketing and psychology scholars on topics related to the meaning, significance, and measurement of brand relationships, the critical connections between consumers and the brand, how brand relationships are formed through both thoughtful and non-thoughtful processes, and how they are built, repaired, and leveraged through brand extensions. An integrative framework introduces the book and summarizes the chapters' key ideas. The handbook also identifies several novel metrics for measuring various aspects of brand relationships and it includes recommendations for further research. 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. Advances in Advertising Research (Vol. V) Ivana Bušljeta Banks, Patrick De Pelsmacker, Shintaro

Okazaki, 2014-11-25 Advances in Advertising Research are published by the European Advertising Academy (EAA). This volume is a compilation of research presented at the 12th International Conference in Advertising (ICORIA) which was held in Zagreb, Croatia, in June 2013. The conference gathered 105 leading researchers from 23 countries under the conference theme 'To Boldly Go: Extending the Boundaries of Advertising'. The book provides international state-of-the-art research with 23 articles

by renowned scholars from the worldwide ICORIA network 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 **Marketing That Works** Leonard M. Lodish, Howard L. Morgan, Shellye Archambeau, Jeffrey Babin, 2015-06-22 Discover New Entrepreneurial Marketing Strategies for Supercharging Profits and Sustaining Competitive Advantage This practical guide shows how to use modern entrepreneurial marketing techniques to differentiate your company in the eyes of customers to achieve sustainable profitability The authors focus on innovative strategies and tactics pioneered by some of today s most successful and disruptive companies including Google Quidsi diapers com Apple Victoria s Secret Anki Pebble Metricstream and Warby Parker These high impact methods will help entrepreneurs achieve immediate bottom line results through more effective marketing Based on The Wharton School of the University of Pennsylvania s pioneering Entrepreneurial Marketing course this edition is fully updated to reflect what works in the marketplace today Guided by the authors collaboration with dozens of high growth companies it offers new insights into which marketing programs and distribution channels are likely to succeed and how to leverage them in your unique business environment even with limited resources The authors begin by helping you refine your competitive positioning by clarifying What am I selling to whom and Why do they care Next they guide you through the fundamentals of demand generation via public relations social media viral marketing advertising distribution and marketing enabled sales Finally they provide you with valuable tips on how to secure the right human capital resources to build the team you need to succeed Each of these core concepts is illustrated with real world anecdotes that provide fresh insights into traditional marketing concepts Pragmatic from start to finish **Marketing That Works Second Edition** is for marketers who care about both long term strategies and short term results Leverage cutting edge entrepreneurial techniques to get your positioning and pricing right Generate screen and develop great new marketing ideas to reach your target audience Lead your customers to your offering and motivate them to buy Cultivate the right people and resources for outstanding execution This guide offers high value low cost marketing solutions that leverage today s newest trends tactics channels and technologies It highlights companies that are redefining marketing and illuminates powerful new ways to secure resources test and execute plans and build brands The authors present practices for getting close to customers reinforcing positioning and developing marketing programs

Wherever you compete this guide will help you grow your sales and profits and drive more value from every dollar you spend on marketing For more information about Marketing That Works visit www.marketingthatworksbk.com

Proceedings of the 2002 Academy of Marketing Science (AMS) Annual Conference Harlan E. Spotts, 2014-11-10 Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science This volume includes the full proceedings from the 2002 Academy of Marketing Science AMS Annual Conference held in Sanibel Harbour Resort Florida

Hospitality Branding Chekitan S. Dev, 2012-11-01 In recent years the brand has moved squarely into the spotlight as the key to success in the hospitality industry Business strategy once began with marketing and incorporated branding as one of its elements today the brand drives marketing within the larger hospitality enterprise Not only has it become the chief means of attracting customers it has more broadly become the chief organizing principle for most hospitality organizations The never ending quest for market share follows trend after trend from offering ever more elaborate and sophisticated amenities to the use of social media as a marketing tool all driven by the preeminence of the brand Chekitan S Dev's award winning research has appeared in leading journals including Cornell Hospitality Quarterly Journal of Marketing and Harvard Business Review He is the recipient of several major hospitality research and teaching awards A former corporate executive with Oberoi Hotels Resorts he has served corporate government education advisory and private equity clients in more than forty countries as consultant seminar leader keynote speaker and expert witness Hospitality Branding brings together the most important insights from the author's many years of research and experience all in a single affordably priced volume available in both print and eBook formats Skillfully blending the knowledge of recent history the wisdom of cutting edge research and promise of future trends this book offers hospitality organizations the advice they need to survive and thrive in today's competitive global business environment

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