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## **Building Strong Brands** **David A Aaker**

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Takeaways *Let's talk CORPORATE  
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In David Aaker's pathbreaking book,  
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~~Aaker~~ 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.

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~~Aaker~~ 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 previous

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Today s increasingly intense competitive environment, coupled with constant demands to improve shareholder value, has ratcheted up the pressure on companies to increase Building Strong Brands David A. Aaker Market Leader 3rd Edition Pre-Intermediate Teacher's Resource Book/Test Master CD-ROM Pack, David Cotton, Bill Mascull, Lewis Lansford, David Falvey, Simon Kent, 2012, Foreign Language Study, 215 pages.

~~Building Strong Brands, 2012, 400 pages,  
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Building Strong Brands assumes a traditional top-down, message driven, big corporate approach to branding. This question is: Are brands the result of something corporations does to customers, or are brands the result of something customers do to corporations?

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Aaker 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

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**Aaker's** 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.

Advises corporations on the functions of brands, offers strategies for marketing them, and presents success stories from the marketplace

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

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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,



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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.

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

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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.

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

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**Aaker** 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, cobrands, and brand extensions. 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-

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line responsibility to their shareholders.

An expert presents in a compact form the 20 essential principles of branding that will lead to the creation of strong brands.

Stories are orders of magnitude which are more effective than facts at achieving attention, persuading, being remembered, and inspiring involvement. Signature stories—intriguing, authentic, and involving narratives—apply the power of stories to communicate a strategic message. Marketing professionals, coping with the digital revolution and the need to have their strategic message heard internally and externally, are realizing that a digital strategy revolves around content and that content is stories. Creating Signature Stories shows organizations how to introduce storytelling into their strategic messaging, and guides organizations to

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find, or even create, signature stories and leverage them over time. With case studies built into every chapter, organizations will realize the power of storytelling to energize readers, gain visibility, persuade audiences, and inspire action.

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.

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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

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Aaker 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

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