

# MANAGING BRAND EQUITY

CAPITALIZING  
ON THE  
VALUE  
OF A  
BRAND  
NAME

David A. Aaker



# Managing Brand Equity David Aaker Free

**Brian R. Chabowski**



## **Managing Brand Equity David Aaker Free:**

**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

*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

*Consumer Behaviour and Branding: Concepts, Readings and Cases - The Indian Context* S. Ramesh Kumar, India is one of the emerging markets that pose a unique set of challenges to marketers The importance of the context and the usefulness of concepts in the Indian context is the core proposition of *Consumer Behaviour and Branding Concepts Readings and Cases The Indian Context* The diversity of a mix of factors such as cultural aspects lifestyles demographics and unbranded offerings make consumer behaviour a fascinating study and this book focuses on the behavioural principles of marketing and its application to branding in the Indian context

**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

**Trademark Dilution and Free Riding** Daniel R. Bereskin,2023-12-11 Written by a team of international experts marshalled by one of the world s foremost trademark lawyers *Trademark Dilution and Free Riding* is the leading comparative work on trademark dilution This book is a must have resource for trademark professionals worldwide and will also stand as a valuable reference point for intellectual property scholars

*Conceptual Issues in Consumer Behaviour The Indian Context* ,2008

*Hospitality Branding* Chekitan Dev,2012-11-20 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 Hospitality Branding brings together the most important insights from the author s many years of research and experience all in a single volume 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 Managing Indian Brands S Ramesh Kumar,2009-11-01

The text bridges the gap between academic concepts and marketing practice The theory is blended with apt real life case studies that would enable the reader to get an integrated view of how brands could make use of marketing concepts to formulate strategies **Winning the**

**Profit Game: Smarter Pricing, Smarter Branding** Robert G. Docters,Michael R. Reopel,Jeanne-Mey Sun,Stephen M. Tanny,2004-01-21 How to use pricing as a strategic tool to increase revenues and win the war for profit One of the greatest pitfalls in the war for profits is corporate strategists lack of a practical understanding of the link between overall revenues and overall costs In *Winning the Profit Game* the thought leaders at A T Kearney unveil a revolutionary new approach to establishing clear strategic links between the top and bottom lines No dry academic treatise *Winning the Profit Game* is a guide to growing profits in boom times and bust using smart top line strategies that optimize price costs customer behavior and volumes The authors clearly lay out the basic principles involved and also include Proven strategies for transforming added value into revenues and winning the war for profits Prescriptive frameworks for putting the principles and strategies into action immediately Numerous success stories based on experiences of A T Kearney clients worldwide *Integrated Marketing Communications* M. Joseph Sirgy,1998 This advanced strategic marketing communications management text introduces advertising by objectives and takes a strong behavioural approach Its focus is on strategic decision operating

**The New Direct Marketing: How to Implement A Profit-Driven Database Marketing Strategy** David Shepard Associates,1999-04-21 Deploy marketing dollars more efficiently In today s take no prisoners direct marketing battleground the only way to win is to recognize and exploit all of DM s interconnecting components Using cutting edge research and examples drawn from today s business pages *The New Direct Marketing Third Edition* by the award winning David Shepard Associates shows you how to sell to increasingly wary and jaded consumers This exhaustively updated edition introduces you to recent technological changes from data mining data warehouses and CHAID modelling to profitable use of the Internet You ll develop customized customer focused marketing programs and strategies as you learn how to Offset through the roof marketing costs with predictive andsegmentation modeling Profit from a constant stream of demographic psychographic and lifestyle data from ongoing customer dialogues Target promos and bonus offers based on previous purchases buying patterns and stated preferences Much much more Advertising Management Batra,2009 **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

Making Intangibles Tangible Brian R. Chabowski,2007 Jurnal ekonomi ,2007 *Analysis for Marketing Planning* Donald R. Lehmann,Russell S. Winer,1994 *Analysis for Marketing Planning* 6 e by Lehmann and Winer focuses on the analysis needed for sound Marketing decisions and is structured around the core marketing document the Marketing Plan Whether studying Marketing strategy or Product Brand Management decisions students need to be able to make decisions based from sound analysis This book does not attempt to cover all aspects of the marketing plan rather it focuses on the analysis pertaining to a product s environment customers and competitors

**Marketing Management and Strategy** Peter Doyle,1998 This MBA or short course text assumes familiarity with the operations of the firm and is therefore suited to those with prior work experience Its case studies include top global companies such as Coca Cola Shell IBM and Phillips

**Managing Services Marketing** John E. G. Bateson,K. Douglas Hoffman,1999 This study covers coverage of key topics in services marketing such as marketing organizational behaviour operations management and strategy literature It also examines ethical and international issues in services marketing

**California Management Review** ,2009

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