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David A. Aaker is the Vice-Chairman of Prophet, Professor Emeritus of Marketing Strategy at the Haas School of Business, University of California at Berkeley, Advisor to Dentsu, Inc., and a recognized authority on brands and brand management.

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Managing Brand Equity by David A. Aaker, Hardcover ...

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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Managing Brand Equity. by. David A. Aaker. 4.04 · Rating details · 256 ratings · 8 reviews. 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

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David Aaker Five
well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value.

Managing Brand Equity by David A. Aaker - Goodreads
Lecture -2 Brands Equity Management and Positioning
(Textbook: Brand Equity Management by David Aaker) WHAT IS BRAND EQUITY? Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm ' s customers. They can be usefully grouped into four categories:
1.

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Aaker ' s Brand Equity model In his Brand Equity model, David A. Aaker identifies five brand equity components: (1) brand loyalty, (2) brand awareness, (3) perceived quality, (4) brand associations and (5) other proprietary assets.

Aaker ' s Brand Equity Model - Service Marketing and Brand ...
Aaker, D.A. (1991) Managing Brand Equity. The Free Press, New York. has been cited by the following article:
TITLE: Will Consumers ' Learning Motivation Affect Their Brand Loyalty? Research on Moderating

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Role of Brand Cognition. AUTHORS:

Wen Li, Tian ' e Fu, Ziyang Huang.

KEYWORDS: Learning Motivation,
Brand Cognition, Brand Loyalty

Aaker, D.A. (1991) Managing Brand
Equity. The Free Press ...

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...

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Aaker. Free Press, Sep 9, 1991 -
Business & Economics - 299 pages. 2
Reviews. In a fascinating and
insightful examination of the
phenomenon of brand equity, Aaker

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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.

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Aaker 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.

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Aaker Brand Equity model was developed by Professor David Aaker of the University of California. His model viewed the brand equity as a combination of brand awareness, brand loyalty and brand associations, which then combines with each other to finally offer the value provided by a product or service.

Aaker Brand Equity Model - The Brand Equity Model proposed ...

How Brand Equity Came Into Place. In the late 1980s, brand equity was just emerging as an important idea. An avalanche of researchers, authors and executives who provided substance and momentum to this idea reframed marketing. In 1991, I published a book, *Managing Brand Equity*, which defines brand equity and describes

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What Is Brand Equity? | Aaker on Brands

about brand equity in the foreseeable future. In the midst of all this fanfare, however, is the quiet concern that we may actually know more about brand equity than we realize. Enter *Managing Brand Equity*. David Aaker's book provides a valuable contribution to the practice of product/ brand management by synthesizing current thinking in this area.

Book Reviews - JSTOR

David Allen Aaker (born 1938) is an American organizational theorist, consultant and Professor Emeritus at the University of California, Berkeley's Haas School of Business, a specialist

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David Aaker is a marketing expert with a focus on brand strategy. He serves as Vice Chairman of Prophet.

David Aaker - Wikipedia

David A. Aaker is the Vice-Chairman of Prophet, Professor Emeritus of Marketing Strategy at the Haas School of Business, University of California at Berkeley, Advisor to Dentsu, Inc., and a recognized authority on brands and brand management.

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Marketing Professor Emeritus David Aaker is widely considered the father of modern branding. His pioneering work focused on defining brand equity and detailed ways to build and manage brands and portfolios.

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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

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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

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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

As industries turn increasingly hostile, it is clear that strong brand-building

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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

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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.

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

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Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market. This ground-breaking book defines the concept of brand relevance using dozens of case studies—Prius, Whole Foods, Westin, iPad and more—and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the

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organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.

In this long-awaited book from the world ' s premier brand expert and author of the seminal work Building

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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, 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

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Brand Portfolio Strategy 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.

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

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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.

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

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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.

Owning Game-Changing Subcategories is about creating organizational growth in the digital age by creating and owning game-changing subcategories fueled by digital. Owning Game-Changing Subcategories outlines the path to finding, managing, and leveraging new subcategories. In the digital age, the path has been made wider, shorter, and more frequently traveled. Throughout Owning Game-

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Changing Subcategories, David Aaker discusses certain aspects of the digital age that alter this path, such as E-commerce providing fast, inexpensive market access bypassing the cost of gaining distribution into storefront retailers or creating personal sales teams and social media and websites enabling communication on steroids in comparison with traditional use of advertising or events. Growth is not only a success measure but also creates energy and opportunity for customers and employees. And such growth almost never occurs with “ my brand is better than your brand ” marketing. Owing Game-Changing Subcategories explores the only ways to grow a business (with rare exceptions) which is to: develop new “ must haves ” that define a

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game-changing subcategory that provides a new or markedly superior buying or use experience or brand relationship to a core customer base; become the exemplar brand that represents the subcategory and drives its visibility, positioning, and success; and create barriers to competitors that could include “ must-have ” associations and a basis of relationships that go beyond functional benefits.

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

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David Aaker is 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 into the ever-changing area of Internet branding. Full of impeccable, intelligent guidance, Brand Leadership is the visionary key to business success in the future.

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

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