

Building Strong Brands David A

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 ...

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Building Strong Brands. As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In this compelling 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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In "Building Strong Brands", David A. Aaker develops the concept of how to deal with the fragmentation of markets by building brand identity, creating brand personality, and managing a brand system.

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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 ...

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In his book, "Building Strong Brands," 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.

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To build a strong brand, build on the concept of brand equity. View your brand as having a series of assets or liabilities linked to its name or symbol. These qualities add to the value of your product or service. Managed effectively, the brand makes your product even more valuable. Badly managed, the brand's assets can decline.

Building Strong Brands Free Summary by David A. Aaker

Building strong brands. 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,...

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BUILDING STRONG BRANDS. "A failure to maintain strong brands is one of the key reasons the American auto industry encountered a 'lost generation' of customers in the 1970's and 1980's. And one of our fundamental problems was mistaking 'brand identity' (what we wanted to be) for 'brand image'...

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BUILDING STRONG BRANDS -David A. Aaker 1 2. Brand Equity 2 Brand equity is a set of assets(and liabilities) linked to a brand's name and a symbol that adds to (or subtracts from) the value provided by a product or a service to a firm and/or that firm's customers.

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