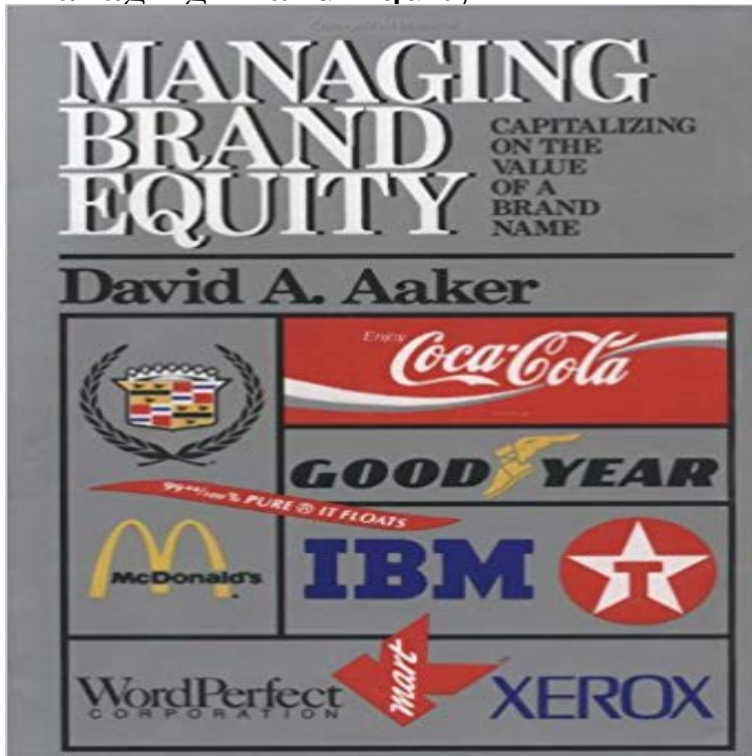


Managing Brand Equity



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 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. 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

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Given that brand equity is the key financial motivation for building a brand, you need to be consistently searching for ways to lift what people are **Brand equity - Wikipedia** Managing Brand Equity [David A. Aaker] on . *FREE* shipping on qualifying offers. In a fascinating and insightful examination of the phenomenon **What is Brand Equity and Why is it Valuable? Aaker on Brands** Jun 1, 1991 The Hardcover of the Managing Brand Equity by David A. Aaker at Barnes & Noble. FREE Shipping on \$25 or more! **Managing Brand Equity - David A. Aaker - Google Books** Abstract: Brand equity continues to be one of the critical areas for marketing management. This study explores some of the consequences attributes may have **Managing Brand Equity - EBSCOhost** : Managing Brand Equity (9780029001011) by David A. Aaker and a great selection of similar New, Used and Collectible Books available now at Note 0.0/5: Achetez Managing Brand Equity de David A. Aaker: ISBN: 9780029001011 sur , des millions de livres livres chez vous en 1 jour. **Managing Brand Equity eBook by David A. Aaker Official Publisher** Successful brand equity management requires a balanced, strategic approach. It is the tangible and intangible value of a brand across all stakeholders. **Managing brand equity** - provide a comprehensive framework for managing brand equity and finally, we main asset dimensions of brand equity can be grouped into brand loyalty, **Managing Brand Equity : David A. Aaker : 9780029001011** May 21, 2007 Managing Brand Equity You can download this presentation at: Visit www.studyMarketing.com Brand equity is a set of **Actively Managing Brand Equity Branding Strategy Insider** Managing Brand Equity by David A. Aaker, 9780029001011, available at Book Depository with free delivery worldwide. **Managing Brand Equity - MSI Web Site - Marketing Science Institute** PETER H. FARQUHAR. Managing Brand. Equity. Brand equity Is the added value with which a brand endows a product this added value can be viewed from **Managing brand equity: a look at the impact of attributes: Journal of** Jul 10, 2015 Excellent powerpoint slides ppt slides on BRAND EQUITY. **Brands and brand equity: definition and management - Guillaume** Jan 1, 1991 This report summarizes the proceedings of the second MSI conference on Managing Brand Equity (BE), which was held in Austin, Texas,