

# MANAGING BRAND EQUITY

CAPITALIZING  
ON THE  
VALUE  
OF A  
BRAND  
NAME

David A. Aaker



# Managing Brand Equity David Aaker

**Kaled K. Hameide**



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

*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

Aaker on Branding David Aaker,2014-07-15 Aaker on Branding presents in a compact form the twenty essential principles of branding that will lead to the creation of strong brands Culled from the six David Aaker brand books and related publications these principles provide the broad understanding of brands brand strategy brand portfolios and brand building that all business marketing and brand strategists should know Aaker on Branding is a source for how you create and maintain strong brands and synergetic brand portfolios It provides a checklist of strategies perspectives tools and concepts that represents not only what you should know but also what action options should be on the table When followed these principles will lead to strong enduring brands that both support business strategies going forward and create coherent and effective brand families Those now interested in and involved with branding are faced with information overload not only from the Aaker books but from others as well It is hard to know what to read and which elements to adapt There are a lot of good ideas out there but also some that are inferior need updating or are subject to being misinterpreted and misapplied And there are some ideas that while plausible are simply wrong if not dangerous especially if taken literally Aaker on Branding offers a sense of topic priorities and a roadmap to David Aaker s books thinking and contributions As it structures the larger literature of the brand field it also advances the theory of branding and the practice of brand management and by extension the practice of business management

**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

*The Guru Guide to Marketing* Joseph H. Boyett, Jimmie T. Boyett, 2003-02-25 Discusses the newest marketing concepts The Guru name is synonymous with expert candid advice The Guru format provides an easy reference to a wide range of ideas and practices

**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 perceptual 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

*Managing Fashion* Kaled K. Hameide, 2020-11-19 The fashion industry is a multibillion dollar global industry with a variety of organizational structures and a multitude of challenges Such scope triggered the recent rise in management programs in the U S and Europe aiming to produce and train young managers to meet such global and diverse challenges Managing Fashion covers the fashion business with a twist a management twist Its goal is to tackle the topics from a fashion manager perspective referencing relevant management concepts and theories thus offering a deeper and more practical dimension to the issues addressed It offers a balanced mix of fashion and management theory and application as well as creating an opportunity for analysis and critical thinking Discussions throughout the book are supported by specially developed case studies and relevant examples taken from the fashion industry It is an opportunity to expose the fashion student or reader as well as aspiring fashion managers to a more practical approach to fashion theories and issues Managing Fashion will serve as a core text for Fashion Studies Fashion Entrepreneurship and Fashion Merchandising majors as well as for special business degrees and management certificates targeting the fashion industry

**Brand Portfolio Strategy** David A. Aaker, 2009-12-01 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 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 co brands and brand

extensions Aaker offers readers step by step advice on what to do when confronting scenarios such as the following Brands are underleveraged The business strategy is at risk because of inadequate brand platforms The business faces a relevance threat caused by emerging subcategories The firm's brands are tired and bland Strategy is paralyzed by a lack of priority among the brands Brands are cluttered and confusing to both customers and employees The firm needs to move into the super premium or value arenas to create margin or sales volume Margin pressures require points of differentiation 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 line responsibility to their shareholders

Encyclopedia of Sports Management and Marketing Linda E. Swayne, Mark Dodds, 2011-08-08 This four volume set introduces on the management side principles and procedures of economics budgeting and finance leadership governance communication business law and ethics and human resources practices all in the sports context On the marketing side this reference resource explores two broad streams marketing of sport and of sport related products promoting a particular team or selling team and sport related merchandise for example and using sports as a platform for marketing non sports products such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament Together these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today providing an invaluable print or online resource for student researchers

*The Brand Mindset: Five Essential Strategies for Building Brand Advantage Throughout Your Company* Duane Knapp, 1999-11-01 How Starbucks became Starbucks and other secrets of branding success Aimed at managers not just marketers a famed consultant presents a powerful prescription for understanding building and sustaining brand equity Duane Knapp demonstrates from a management perspective why a company's brand is the most valuable asset it can have he shows how the very best practitioners contemporary household names like Starbucks Citicorp Whirlpool Lexus Hallmark and others shrewdly develop and maintain their brands even in the face of ferocious competition Readers can assess and improve their own efforts by adopting Knapp's five proven components of the Brand Mindset that is for brand success Make a promise to the consumer make all decisions with the brand in mind make sure the entire company supports the brand's message make the brand bigger than the business and build one specific image for the brand and stick with it always

Hospitality Branding Chekitan S. Dev, 2012-11-01 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 award winning research has appeared in leading journals including Cornell Hospitality Quarterly Journal of Marketing and Harvard Business Review He is the recipient of several major hospitality research and teaching awards A former corporate executive with Oberoi Hotels Resorts he has served corporate government education advisory and private equity clients in more than forty countries as consultant seminar leader keynote speaker and expert witness Hospitality Branding brings together the most important insights from the author s many years of research and experience all in a single affordably priced volume available in both print and eBook formats 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 **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 and segmentation 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 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 The Academy of Management Review Academy of Management,1991 From Bricks to Clicks: 5 Steps to Creating a Durable Online Brand Serge Timacheff,Douglas Rand,2001-07-22 Industry experts agree that one of the biggest issues facing brick and mortar companies in the New Economy is the need to transfer offline brand credibility onto the Internet Yet as Walmart and many other brick

and mortar brands have discovered extending their brand out into the unfamiliar reaches of cyberspace is a tricky business at best involving new technologies and revolutionary new branding strategies Written by two of the world s most sought after experts on Web brand development From Bricks to Clicks arms managers and executives at established brick and mortar brands with a proven five step approach to successful online branding With the help of case studies and interviews the authors acquaint readers with the full range of important issues surrounding Web branding and get them up to speed on the latest technologies for creating greater brand differentiation online Then step by step they walk them through the process of transplanting their company s brand recognition into the digital marketplace for business success online Marketing Management Harper W. Boyd,2002 This text has been developed in response to changing customer curriculum needs Many instructors are looking for a concise text for this course one that offers a solid core for the course but allows time to add other topics materials etc JMR, Journal of Marketing Research ,2005 **Journal of Marketing** ,2002 Apr issues for 1940 42 include Papers and proceedings of the semi annual Dec meeting of the American Marketing Association 1939 41

The book delves into Managing Brand Equity David Aaker . Managing Brand Equity David Aaker is a crucial topic that needs to be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Managing Brand Equity David Aaker , encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
  - Chapter 1: Introduction to Managing Brand Equity David Aaker
  - Chapter 2: Essential Elements of Managing Brand Equity David Aaker
  - Chapter 3: Managing Brand Equity David Aaker in Everyday Life
  - Chapter 4: Managing Brand Equity David Aaker in Specific Contexts
  - Chapter 5: Conclusion
2. In chapter 1, the author will provide an overview of Managing Brand Equity David Aaker . The first chapter will explore what Managing Brand Equity David Aaker is, why Managing Brand Equity David Aaker is vital, and how to effectively learn about Managing Brand Equity David Aaker .
3. In chapter 2, this book will delve into the foundational concepts of Managing Brand Equity David Aaker . The second chapter will elucidate the essential principles that must be understood to grasp Managing Brand Equity David Aaker in its entirety.
4. In chapter 3, the author will examine the practical applications of Managing Brand Equity David Aaker in daily life. This chapter will showcase real-world examples of how Managing Brand Equity David Aaker can be effectively utilized in everyday scenarios.
5. In chapter 4, the author will scrutinize the relevance of Managing Brand Equity David Aaker in specific contexts. The fourth chapter will explore how Managing Brand Equity David Aaker is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Managing Brand Equity David Aaker . The final chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Managing Brand Equity David Aaker .

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