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Advertising and the Concept of Brands Copenhagen
 Business School Press

This text analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building and maintaining strong brands - the lifeblood of any long-term marketing campaign. Recommendations for developing better advertising are included.

Managing the Opportunities Created by Digital Convergence John Wiley & Sons

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

Three Threats to Brand Relevance John Wiley & Sons

Attempts to explain how it is possible that, although the same idea travels around the globe at a high speed, local realities are still very different. This book shows what is travelling; and how it moves between countries and disciplines. Its frame of reference consists of a combination of organization theory, institutionalism and sociology.

A European Perspective Springer

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

The New Strategic Brand Management John Wiley & Sons
Organized into more than 200 thought- and action-provoking elements—from the importance of clean trucks and bathrooms to conversations with entrepreneurs creating new markets—Tom Peters, bestselling management guru offers a practical guide to impractical times. In *The Pursuit of Wow!*, Tom Peters offers readers the words, the tools, to survive in tumultuous business environments. In his groundbreaking book, *In Search of Excellence* changed the way business does business. Now it's time to take the next leap into the cyberstage era. Getting to a place called excellence is no longer the idea. You've got to take that leap, then leap again—catapult their imaginations, blow their mindsets—in a word, wow! them. Once more the unconventional Peters stimulates corporate thought processes. Along with the best of his columns, Peters includes questions and rebuttals that come from readers and listeners, as well as his own candid responses. A must-read for every business person.

Building Strong Brands Berrett-Koehler Publishers

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-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. *Owning Game-Changing Subcategories* explores the only ways to grow a business (with rare exceptions) which is to: develop new “must haves” that define a 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.

Building the Brand-Driven Business Pearson Education
Strategic Market Management, helps managers identify, implement, prioritize, and adapt market-driven business strategies in dynamic markets. The text provides decision makers with concepts, methods, and procedures by which they can improve the quality of their strategic decision-making. The 11th Edition provides students in strategic marketing, policy, planning,

and entrepreneurship courses with the critical knowledge and skills for successful market management, including strategic analysis, innovation, working across business units, and developing sustainable advantages.

The Epic Disruption of the Ad Business (and Everything Else) Irwin Professional Publishing

The text is a European adaptation of our current US book: *Strategic Market Management*, 9th Edition by David Aaker. This new edition is a mainstream text suitable for all business students studying strategy and marketing courses. *Strategic Market Management: Global Perspectives* is motivated by the strategic challenges created by the dynamic nature of markets. The premise is that all traditional strategic management tools either do not apply or need to be adapted to a more dynamic context. The unique aspects of the book are its inclusion of: A business strategy definition that includes product/market scope, value proposition, and assets and competences. A structured strategic analysis including a detailed customer, competitor, market, and environmental analysis leading to an understanding of market dynamics that is supported by a summary flow diagram, a set of agendas to help start the process, and a set of planning forms. Concepts of strategic commitment, opportunism, and adaptability and how they can and should be blended together. Bases of a value proposition and strong brands. A strategy without a compelling value proposition will not be market driven or successful. Brand assets that will support a business strategy need to be developed. Creating synergetic marketing with silo organisations defined by products or countries. All organisations have multiple products and markets and creating cooperation and communication instead of competition and isolation is becoming an imperative. A global perspective is an essential aspect of this new edition. This reflects the lived experience of the student reader but also their likely professional challenges. This is achieved by the extensive use of new examples and vignettes.

Strategic Market Management Kogan Page Publishers

Introducing a new workbook *Scale-Up Your Brand: How To Set Up Your Brand for Success in 5 Steps* from Denise Lee Yohn, brand-building expert, speaker, and author of the bestselling book *What Great Brands Do*. *Scale-Up Your Brand* is a step-by-step guide to develop a strong, valuable, sustainable brand strategy that will help you scale. Packed with exercises, instructions, and helpful tips 36-pages with room for taking notes and documenting decisions Plus a bonus: Brand Assessment Tool With this workbook, you will: Lay the foundation for your brand to inspire true customer loyalty, improve your profit margin, and increase the longevity of your business Specify how you plan to compete and win Achieve clarity, focus, and alignment on your priorities among everyone who works on your business Get your workbook now...and get ready to scale!

Aaker on Branding Wheatmark

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-organisation, and brand-as-symbol perspectives. 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. 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 Penguin

Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions. Focused on how-to and why, it provides specific tactical guidelines for planning, building, measuring and managing brand equity. It includes numerous examples on each topic and over 75 Branding Briefs that identify successful and unsuccessful brands.

Multimedia and Interactive Digital TV Morgan James Publishing

With key terms and concepts related to marketing ethics presented in a short, easy-to-use format, this guide is an essential companion for marketing courses or as a reference for students and practitioners who would like to learn more about the basics of ethical marketing. The text is divided into four sections which contain important keywords that relate to those sections: Business Ethics, Ethics and the Marketing Mix, Ethics and the Promotional Mix, and Special Topics in Marketing Ethics. Each keyword entry is written by a scholar drawn from the fields of business and marketing ethics, and is a comprehensive essay on such crucial topics as ethical issues in pricing, green marketing, and deceptive advertising. Each essay includes a list of references and suggested readings for each article so that readers can find more information on those issues they are most interested in.

Building Customer-based Brand Equity John Wiley & Sons

In *Building the Brand-Driven Business*, authors Scott M. Davis and Michael Dunn-- two of the nation's foremost experts on brands-- map out a strategy that can help an entire organization manage and live (not just think about) its brand. They show how to develop brand-building programs that are the most cost efficient, effective, and credible. And just as vital, they reveal how to create a brand-driven culture within an organization so that building the brand becomes everyone's job.

Global Ideas Pearson College Division

Stories are orders of magnitude which are more effective than facts at achieving attention, persuading, being remembered, and inspiring involvement. Signature stories—intriguing, authentic, and involving narratives—apply the power of stories to communicate a strategic message. Marketing professionals, coping with the digital revolution and the need to have their strategic message heard internally and externally, are realizing that a digital strategy revolves around content and that content is stories. *Creating Signature Stories* shows organizations how to introduce storytelling into their strategic messaging, and guides organizations to find, or even create, signature stories and leverage them over time. With case studies built into every chapter, organizations will realize the power of storytelling to energize readers, gain visibility, persuade audiences, and inspire action.

Brand Asset Management John Wiley & Sons

Discusses using integrated marketing to create, maintain, and grow profitable relationships

Globalization, Culture, and Branding SAGE

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

Capitalizing on the Value of a Brand Name Springer

This volume includes the full proceedings from the 2010 Cultural Perspectives in Marketing Conference held in Lille, France with the theme Cultural Perspectives in a Global Marketplace. This volume presents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

The New CMO Imperative MDPI

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-organisation, and brand-as-symbol perspectives. 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. 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.

From Fargo to the World of Brands John Wiley & Sons

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 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.

Creating Relevance, Differentiation, Energy, Leverage, and Clarity
M.E. Sharpe

Every year, 6 million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace

naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the “so bad she gave them an award.” Alexandra Watkins is not afraid to name names.