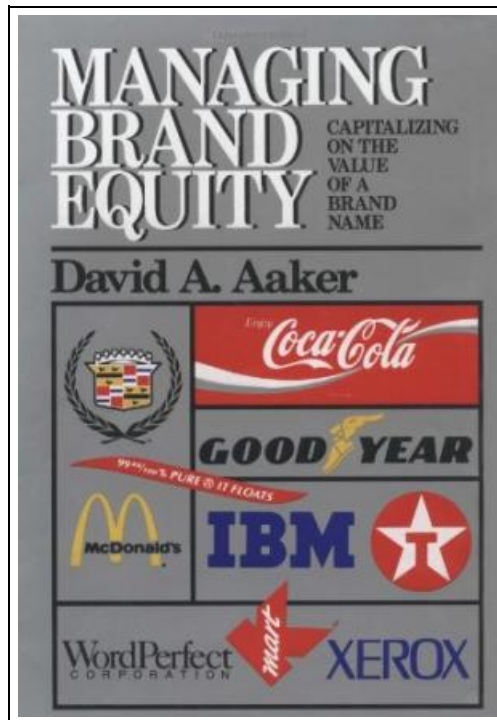


Managing Brand Equity (Hardback)



Filesize: 7.8 MB

Reviews

This ebook might be worth a read, and superior to other. It is probably the most amazing publication we have read. Your lifestyle period will likely be transform once you total looking over this publication.
(Alana McCullough)

MANAGING BRAND EQUITY (HARDBACK)



John Wiley Sons Inc, United States, 1991. Hardback. Condition: New. Language: English . Brand New Book. The most important assets of any business are intangible: its company name, brands, symbols and slogans and their underlying association, perceived quality, name awareness, and customer base. 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, level 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. In an examination of the phenomenon of brand equity, Aaker provides a 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 an 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, with dozens of additional real company examples, 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.



[Read Managing Brand Equity \(Hardback\) Online](#)



[Download PDF Managing Brand Equity \(Hardback\)](#)

See Also



The About com Guide to Baby Care A Complete Resource for Your Babys Health Development and Happiness by Robin Elise Weiss 2007 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Read eBook >](#)



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and...

[Read eBook >](#)



Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)

Createspace, United States, 2015. Paperback. Book Condition: New. Apoorva Dingar (illustrator). Large Print. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.Klara is a little different from the other...

[Read eBook >](#)



Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.You have the power, Dad, to influence and educate your child. You can...

[Read eBook >](#)



50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and Sharpen Their Math Skills

Scholastic Teaching Resources. Paperback / softback. Book Condition: new. BRAND NEW, 50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and Sharpen Their Math Skills, Bob Krech, Joan Novelli,...

[Read eBook >](#)

**Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age**

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video

[Save Book »](#)

**The Kid Friendly ADHD and Autism Cookbook The Ultimate Guide to the Gluten Free Casein Free Diet by Pamela J Compart and Dana Laake 2006 Hardcover**

Book Condition: Brand New. Book Condition: Brand New.

[Save Book »](#)

**Accused: My Fight for Truth, Justice and the Strength to Forgive**

BenBella Books. Hardback. Book Condition: new. BRAND NEW, Accused: My Fight for Truth, Justice and the Strength to Forgive, Tonya Craft, Mark Dagostino, This is the true story of a woman who prevailed against the

[Save Book »](#)

**Daycare Seen Through a Teacher s Eyes: A Guide for Teachers and Parents**

America Star Books, United States, 2010. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Between the good mornings and the good nights it's what

[Save Book »](#)

**How to Start a Conversation and Make Friends**

Simon & Schuster. Paperback. Book Condition: new. BRAND NEW, How to Start a Conversation and Make Friends, Don Gabor, For over twenty-five years, small-talk expert Don Gabor has helped thousands of people communicate with wit,

[Save Book »](#)