



Building Strong Brands

By David A. Aaker

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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.

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.

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Editorial Review

From Publishers Weekly

Aaker (marketing, Univ. of California- Berkeley) has written a sequel to his *Managing Brand Equity* (Free Pr., 1991). In this latest offering he tells how to deal with the fragmentation of markets by building brand identity, creating brand personality, and managing a brand system. With extensive case studies and illustrations of companies' ads, he emphasizes positioning a brand personality to match that of the consumer being targeted. Kingsford, known for its charcoal, tried to move into a line of foods but failed, unable to shake its charcoal image. Healthy Choice created the perception that healthy foods can taste good. Saturn developed from a new company in an old industry and had to "sell the company, not the car." Aaker's well-written book is for specialists in the field of marketing. Recommended for large business collections.

Joel Jones, *Kansas Cty. P.L., Mo.*

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From [Booklist](#)

Although the author's credentials (he's a University of California at Berkeley business professor) might seem to exclude average readers, that is, those outside the marketing profession, there's a great deal of interesting general information packed into these pages. Far from being an ethereal dissertation on brands, brand equity, and brand identity, Aaker's book presents case examples to which anyone can relate. It is edifying to peruse the sections on past brand strategies and on the making of the Saturn automobile brand, among other topics.

Barbara Jacobs

Review

Joseph W. Tripoli Senior Vice President, Global Marketing, Products and Services, MasterCard International Incorporated Rarely is the sequel as good as the original. This time it's better! With compelling case studies and insightful discussion, Aaker extends the concepts put forth in *Managing Brand Equity* to create the first true owner's manual for brand managers. Aaker is the brand name in brand management!

Peter A. Georgescu Chairman and Chief Executive Officer, Young & Rubicam Inc. Aaker's "brand system" and his discussion of brand equity measurement should fundamentally change our perspectives on marketing.

Peter Sealey, PH. D. Former Senior Vice President, Global Marketing, The Coca-Cola Company; presently Executive Consultant to the President, Sony New Technologies Inc. A must read...will take us to a new level of understanding...a treasure!

Robert A. Lutz President and Chief Operating Officer, Chrysler Corporation 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" (what we really were)—just one of the many issues explored in this insightful book. Every American company could benefit from the kind of soul-searching about brands that Professor Aaker advocates.

Tom Peters Author of *The Pursuit of WOW!* A masterpiece...sophisticated, practical, and readable. It applies to the Big Guys....and makes sense for start-ups as well. Brand loyalty is anything but dead: Believe it!

Dennis Carter Vice President, Director of Marketing, Intel Corporation A must for all marketing people.

Stephen P. Weisz Senior Vice President, Lodging Brands, Marriott Lodging Group A breakthrough work on the strategic value of brands...required reading for anyone who must maximize the profitability of their brands.

Joe Weller Chairman and Chief Executive Officer, Nestle USA, Inc. *Managing Brand Equity* established the baseline. This book builds on that solid foundation.

Users Review

From reader reviews:

David Hyman:

The publication untitled Building Strong Brands is the book that recommended to you to learn. You can see the quality of the e-book content that will be shown to you. The language that writer use to explained their way of doing something is easily to understand. The author was did a lot of study when write the book, so the information that they share to you is absolutely accurate. You also can get the e-book of Building Strong Brands from the publisher to make you far more enjoy free time.

Jeff Farley:

Playing with family in a park, coming to see the coastal world or hanging out with friends is thing that usually you might have done when you have spare time, after that why you don't try factor that really opposite from that. One activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love Building Strong Brands, it is possible to enjoy both. It is excellent combination right, you still would like to miss it? What kind of hang type is it? Oh come on its mind hangout people. What? Still don't get it, oh come on its known as reading friends.

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Hazel Reinoso:

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