

MANAGING BRAND EQUITY

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OF A
BRAND
NAME

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Managing Brand Equity David Aaker

Frank Hälsig



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

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

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

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

Aaker on Branding David Aaker, 2014-02-01 A highly concise and wonderfully cogent and insightful tutorial on the principles of brand stewardship and leadership Joseph V Tripodi former Chief Marketing Officer Subway and Coca Cola 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 Nobody knows brand strategy better than David Aaker Aaker has taken all of the essential principles of branding and collapsed them into one epic brand book Whether you re a seasoned brand marketer or just getting started this book will provide you with a practical path to creating nurturing and leveraging strong brands Ann Lewnes CMO Adobe Technology I am a devoted user of David Aaker s work over many years I like many of you have benefitted from his insights in chunks Here those chunks are all pulled together and seasoned with years of his own applied work It s just outstanding Richard Lyons Dean Berkeley Haas School of Business Administration

Corporate Brand Management international tätiger Unternehmen Judith Giersch, 2008-04-11 Basierend auf einem theoretisch hergeleiteten integrierten Modell untersucht Judith Giersch anhand von zwei internationalen empirischen Studien diejenigen Effekte eines Corporate Brand Managements die direkt bei

Kunden und Mitarbeitern wirksam werden und damit indirekt den Unternehmenswert beeinflussen Ausgezeichnet mit dem 1. Preis des Markenverbandes 2008 *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

Branchenübergreifende Analyse des Aufbaus einer starken Retail Brand Frank Hälsig, 2008-08-22 Frank Hälsig entwickelt und berpr ft mittels seiner empirischen Studie in f nf Einzelhandelsbranchen ein umfassendes Wirkungsmodell welches die Einflussfaktoren des Markenwertes eines Handelsunternehmens Retail Brand Equity ebenso umfasst wie den Einfluss der Retail Brand auf das Kaufverhalten der Konsumenten 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 Markenarchitektur Andreas Strebing, 2009-03-14 Andreas Strebing beschäftigt sich mit dem Problem der Markenarchitekturgestaltung über eine Vielzahl von Produkten und Zielgruppen hinweg Außerdem widmet

er sich der internationalen Markenarchitekturstrategie Zahlreiche Fallstudien aus aller Welt illustrieren die aus wissenschaftlichen Studien und praktischen Erfahrungen gewonnenen Kernaussagen des Autors *Bildkommunikation als Erfolgsfaktor bei Markenerweiterungen* Stephane Müller, 2013-03-08 St phane M ller zeigt dass Bilder auf Grund ihrer Aktivierungswirkung und Zug nglichkeit die Akzeptanz von Markenerweiterungen beg nstigen und pr sentiert Hilfestellungen f r die strategische Bildkommunikation und die Auswahl geeigneter Erweiterungsprodukte **Psychologie der Markenführung** Arnd Florack, Martin Scarabis, Ernst Primosch, 2012-05-07 Wie wirkt die Marke F r die Entwicklung langfristig erfolgreicher Markenstrategien sind Kenntnisse der psychologischen Wirkungen des Markenmanagements unverzichtbar Dieser Sammelband b ndelt erstmalig interdisziplin re Beitr ge von Top Experten aus dem Bereich des Marketing und der Wirtschaftspsychologie Wissenschaftlich fundiert und praxisrelevant werden aktuelle Erkenntnisse zu den psychologischen und marketingtechnischen Grundlagen der Markenf h rung vorgestellt Dabei werden unter anderem folgende Themen behandelt Identit tsorientierte Markenf h rung Markenpers nlichkeit Markenwert Marken Kunden Beziehungen Markenkommunikation Sponsoring Corporate Branding Co Branding Neue Entwicklungen im Markencontrolling z B bildgebende Verfahren Reaktionszeitanalysen Fallstudien aus der Praxis zeigen die Umsetzung der vorgestellten Ans tze Das Buch wendet sich an Marketingspezialisten in Unternehmen sowie Dozenten und Studierende des Marketing und der Wirtschaftspsychologie an Hochschulen und weiterbildenden Institutionen Die Autoren Prof Dr Arnd Florack lehrt Angewandte Sozialpsychologie mit Schwerpunkten auf Entscheidungsforschung und oder Intergruppenforschung Kulturvergleich an der Universit t Wien Prof Dr Martin Scarabis war bis Ende 2007 am Psychologischen Institut der Universit t M nster in Grundlagenforschung und Lehre t tig Er erhielt mehrere Lehrauftr ge an der Universit t Basel und der Zeppelin University Friedrichshafen Mag Ernst Primosch ist sterreichischer Manager und Kommunikationsexperte *Moderne Markenführung* Franz-Rudolf Esch, 2013-12-06 In anschaulicher und klar verst ndlicher Sprache werden die wesentlichen Aspekte einer modernen Markenf h rung dargestellt Neben der Vermittlung notwendiger Grundlagen liegt der Schwerpunkt des Buches auf neuen und innovativen Ans tzen zum Management von Marken Die 4 Auflage wurde vollst ndig bearbeitet und unter anderem um neue Beitr ge zu Neuro Marketing Markenmigration Markenf h rung nach innen Corporate Brand Management Store Brands und Brand Performance Measurement erg nzt Die broschiierte Ausgabe besteht aus zwei B nden Das Buch *Moderne Markenführung* bietet ein F llhorn von Ideen und konkreten Anregungen f r die t gliche Arbeit Es ist ein Muss f r Markenmanager Eduard Thometzek Vorstandsvorsitzender der Z rich Gruppe Deutschland 5-Phasen-Methode der Markenbewertung Anthony Holtz, 2012-11-27 Die Bewertung von Marken ist aus unterschiedlichen Gr nden notwendig Dazu z hlen Marken bzw Unternehmensverkauf Markenf h rung Lizenzierung Franchising Budgetplanung Marketing Controlling Bilanzierung und Rechtsfragen Es gibt in der Theorie verschiedene Bewertungsverfahren die zu unterschiedlichen Ergebnissen f hren Dieses Buch zeigt eine einzigartige Bewertungsmethode

die verschiedene Markenwertebenen bestimmt und voneinander abgrenzt. Das Besondere ist die Vernetzung bestehender Verfahren zu einer geschlossenen Vorgehensweise. Ein praktischer Leitfaden, der die Markenbewertung transparent und nachvollziehbar macht. Akustische Reize als Instrument der Markenkommunikation Simone Roth, 2015-02-27. Die Kommunikation ist die Stimme der Marke. Sie schafft Bekanntheit für eine Marke und baut ein Markenimage auf. Ein wesentlicher Erfolgsfaktor dafür ist die Integration der kommunikativen Maßnahmen. Dazu können verschiedene Kommunikationsebenen und Kanäle sowie unterschiedliche Sinnesmodalitäten zum Einsatz kommen. Gerade die Wirkungsprüfung akustischer Reize und deren Einfluss auf die Markenbildung und Markenstrategie wurden bislang vernachlässigt, obwohl sie von hoher praktischer und theoretischer Relevanz sind. So stellt das akustische Signal bei Intel oder der Telekom einen starken Reminder für die Marke dar. Die Bacardi-Musik evoziert die bildlichen Szenen der Werbespots und zählt damit auf das Markenimage ein. Gerade bei der herrschenden Medien- und Kommunikationsflut und den zunehmend weniger involvierten Konsumenten ist der wirksame Markenaufbau durch Kommunikation auf eine nonverbale Vermittlung von Kommunikationsinhalten angewiesen, da diese beiläufig und ohne große gedankliche Anstrengungen aufgenommen werden und deshalb besser wirken als die sprachliche Informationsvermittlung. Ziel im Rahmen dieser Arbeit ist die Überprüfung der Wirkung der Integration akustischer Reize in die Kommunikation für Marken. Dabei wirkt der akustische Kanal mit anderen Kanälen in der Kommunikation zusammen. Markenrealitäten bilden sich über alle Modalitäten hinweg. Findet eine inhaltliche oder formale Abstimmung zwischen den unterschiedlichen Modalitäten statt, unterstützen diese sich gegenseitig, stärken und dadurch die Informationsaufnahme, Verarbeitung und Speicherung fördern. Werden hingegen modalitätsspezifisch unterschiedliche Reize vermittelt, unterstützen diese sich gegenseitig hemmen und zu schlechteren Wirkungen führen. Aus theoretischer Sicht gibt es bislang kaum Erkenntnisse zum Zusammenwirken von visuellen und akustischen Reizen.

Marketing In India, Cases And Readings - S. Neelamegham, 2012. This book provides a comprehensive overview of the current marketing environment in India. It examines the changing dynamics of marketing management against the backdrop of globalization and liberalization, analysing how both marketers and consumers are adapting to radical changes. Insightful perspectives on key issues including market segmentation, brand strategy, product planning, advertising, pricing and distribution strategies, as well as challenges of rural marketing, are given. This Fourth Edition boasts incisive coverage of all contemporary concepts and formats of marketing, including retailing, Internet marketing and telemarketing. It is further enriched by varied case studies that are drawn from the Indian experience and will go a long way to inculcate skills of analysis, logical thinking and decision making in students. Valuable not only to students and teachers of marketing management, the book is a must-have for practising managers who want to stay abreast with the latest developments in their field. **Leveraging Brands in Sport Business** Mark Pritchard, Jeffrey Stinson, 2013-08-15. This edited text compiles advanced material relating to strategy and marketing in the field of sports business. Featuring contributions from experts

across the sports business field the book approaches strategy from the standpoint of managing and marketing a brand With integrated current day examples highlighting practices and issues as well as real world applied video cases this book is ideal for marketing students and sports business practitioners looking to gain strategic insights into the industry **Brand Management** Ylr Moorthi,2009-11 The Present Study Fulfils The Task Of Bridging The Gap Between Theoretical Aspects Of Brand Management And The Reality Of The Indian Market This Compact Book Covers Five Essential Topics Including Brand Success Brand Equity Brand Extension Brand Personality And Brand Repositioning *Fashion Branding and Communication* Byoungho Jin,Elena Cedrola,2017-04-26 This second volume in the Palgrave Studies in Practice Global Fashion Management series focuses on core strategies of branding and communication of European luxury and premium brands Brand is a critical asset many firms strive to establish maintain and grow It is more so for fashion companies when consumers purchase styles dreams and symbolic images through a brand The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices challenges and trends in the fashion industry The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time Scholars and practitioners in fashion retail branding and international business will learn how companies can establish a strong brand identity through innovative strategies and management Brand Management H. J. Riezebos,Bas Kist,Gert Kootstra,2003 The goal of this book is not only to give insight into what a successful brand can mean for a company but also to give managers a better feeling of how to adequately develop manage and protect brands

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