

MANAGING BRAND EQUITY

CAPITALIZING
ON THE
VALUE
OF A
BRAND
NAME

David A. Aaker



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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

Destinationsmarken und ihre Bedeutung im touristischen Wettbewerb Knut Scherhag, 2003 Der Wettbewerb der touristischen Destinationen um den Gast den Touristen nimmt immer mehr zu Der Reisende sieht sich bei der Auswahl eines Reisezieles mit einer Vielzahl von Destinationsangeboten konfrontiert von denen der gr te Teil jedoch nicht ber ein eigenst ndiges Profil verf gt Um weiterhin von den Verbrauchern als eigenst ndige Destination wahrgenommen zu werden ist ein klar formuliertes Leistungsversprechen mit Produkten zu nachvollziehbaren Preisen notwendig das gleichzeitig dazu beitr gt eine positive emotionale Beziehung aufzubauen Diese Anforderung kann durch Markenbildung erreicht werden denn Marken bieten eine Orientierungshilfe und beinhalten eine klare Produkt Aussage Es reicht nicht mehr nur das naturr umliche Potential in Szene zu setzen der reiseerfahrene Tourist von heute erwartet klar und eindeutig strukturierte Angebote die ihm die Reiseentscheidung erleichtern Vor diesem Hintergrund wird zun chst ein grundlegender Rahmen zur Markenbildung erstellt woraufhin mit Hilfe von Marktuntersuchungen analysiert wird was sowohl die Anbieter als auch die Nachfragerseite mit Destinationsmarken in Verbindung bringen Gleichzeitig wird nach der Bedeutung gefragt die einer Destinationsmarke von der jeweiligen Marktseite zugesprochen wird Basierend auf den Analyseergebnissen wird eine Vorgehensweise f r die

Ausgestaltung von Destinationsmarken skizziert in der die Spezifika touristischer Destinationen berücksichtigt sind *The Soundtrack Album* Paul N. Reinsch, Laurel Westrup, 2020-02-17 The Soundtrack Album Listening to Media offers the first sustained exploration of the soundtrack album as a distinctive form of media Soundtrack albums have been part of our media and musical landscape for decades enduring across formats from vinyl and 8 tracks to streaming playlists This book makes the case that soundtrack albums are more than promotional tools for films television shows or video games they are complex media texts that reward a detailed analysis The collection's contributors explore a diverse range of soundtrack albums from Super Fly to Stranger Things revealing how these albums change our understanding of the music and film industries and the audio visual relationships that drive them An excellent resource for students of Music Media Studies and Film Screen Media courses The Soundtrack Album offers interdisciplinary perspectives and opens new areas for exploration in music and media studies

Sport-Branding Nicholas Adjouri, Petr Stastny, 2015-01-15 Wie hängen Sport Sponsoring und erfolgreiches Marken Management zusammen Welche Ziele können mit Sport Branding erreicht werden Welche Sportart und welches Event passen zur Marke Antworten auf diese und weitere Fragen bekommen Marken Praktiker in diesem Buch systematisch und grundlegend aufbereitet mit zahlreichen Fallbeispielen Analysen konkreten Schritten und Strategien Als eine besonders reizvolle Lektüre erscheint dieses Buch für Praktiker aus Sport und Wirtschaft die mit dem Thema Sport Sponsoring zu tun haben Ohne auf eine theoretische Fundierung zu verzichten erklärt es auf pragmatische Weise den Sinn einer langfristigen fairen und gefestigten Verbindung zwischen Sport und Wirtschaft und gibt nicht zuletzt durch die besonders anschaulichen Beispiele gute Ideen für die praktische Umsetzung Transfer Werbeforschung Praxis das Buch ist mit seinen vielen Beispielen und den sehr fundierten Hintergründen und Analysen ein wertvoller Ratgeber für alle Unternehmen und Marketing Experten die ins Sport Sponsoring zur Markenbildung einsteigen wollen business wissen.de

Naked Statistics: Stripping the Dread from the Data Charles Wheelan, 2013-01-07 A New York Times bestseller Brilliant funny the best math teacher you never had San Francisco Chronicle Once considered tedious the field of statistics is rapidly evolving into a discipline Hal Varian chief economist at Google has actually called sexy From batting averages and political polls to game shows and medical research the real world application of statistics continues to grow by leaps and bounds How can we catch schools that cheat on standardized tests How does Netflix know which movies you'll like What is causing the rising incidence of autism As best selling author Charles Wheelan shows us in Naked Statistics the right data and a few well chosen statistical tools can help us answer these questions and more For those who slept through Stats 101 this book is a lifesaver Wheelan strips away the arcane and technical details and focuses on the underlying intuition that drives statistical analysis He clarifies key concepts such as inference correlation and regression analysis reveals how biased or careless parties can manipulate or misrepresent data and shows us how brilliant and creative researchers are exploiting the valuable data from natural experiments to tackle thorny questions And in Wheelan's trademark style there's not a dull page in sight You'll encounter clever Schlitz Beer

marketers leveraging basic probability an International Sausage Festival illuminating the tenets of the central limit theorem and a head scratching choice from the famous game show Let s Make a Deal and you ll come away with insights each time With the wit accessibility and sheer fun that turned Naked Economics into a bestseller Wheelan defies the odds yet again by bringing another essential formerly unglamorous discipline to life Sports Marketing Matthew D. Shank, Mark R. Lyberger, 2021-11-29 Sports Marketing A Strategic Perspective is the most authoritative comprehensive and engaging introduction to sports marketing currently available It is the only introductory textbook on this subject to adopt a strategic approach explaining clearly how every element of the marketing process should be designed and managed from goal setting and planning to implementation and control Covering all the key topics in the sports marketing curriculum including consumer behavior market research promotions products pricing sponsorship business ethics technology and e marketing the book introduces core theory and concepts explains best practice and surveys the rapidly changing international sports business environment Chapters contain extensive real world case studies and biographies of key industry figures and challenging review exercises encourage the reader to reflect critically on their own knowledge and professional practice Now in a fully revised and updated sixth edition Sports Marketing A Strategic Perspective includes expanded coverage of social and digital media analytics and ethical issues as well as a greater number of international articles and examples In a new feature successful sports marketers reflect on their careers and how they progressed in the sports marketing industry It is an essential foundation for any sports marketing or sports business course and an invaluable reference for any sports marketing practitioner looking to improve their professional practice A companion website offers additional resources for instructors and students including an instructor s guide test questions presentation slides and useful weblinks **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 perceptive 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 **Research Journal for Applied Management - Jg. 3, Heft 1** Ingo Böckenholt, Kai Rommel, 2023-02-21 Das ISM Research Journal zeigt sich in dieser neunten Ausgabe in seinem neuen prägnanteren Titel und neuem Layout mit gewohnter inhaltlicher Ausrichtung Das Research Journal for Applied Management präsentiert den Leserinnen und Lesern Ergebnisse aus der praxisorientierten Forschung zu Managementthemen Die Beiträge dieser Ausgabe fokussieren auf konkreten Marktentwicklungen Prozessen und Projektergebnissen und bedienen ein breites Spektrum an Managementthemen Parallel zum Lehrbetrieb werden an der ISM International School of Management kontinuierlich Forschungs und Entwicklungsprojekte in verschiedensten Bereichen durchgeführt Von dieser anwendungsorientierten Forschung profitiert nicht nur die Wissenschaft die auf diesem Weg überprüft inwieweit theoretische Grundlagen auf die

Praxis übertragen werden können. Der konkrete Bezug zu Tätigkeitsbereichen von Unternehmen ermöglicht es auch den Praxispartnern der ISM die neuen Erkenntnisse zur Optimierung der erforschten Bereiche zu nutzen. Dies schafft für beide Seiten die Möglichkeit sich zu profilieren und erfolgreich weiterzuentwickeln. Darüber hinaus basiert eine qualitativ hochwertige praxisnahe und fundierte Lehre auf theoretischen Grundlagen, die um die Erkenntnisse anwendungsorientierter Forschung ergänzt werden. Durch die Mitarbeit in Forschungsprojekten lernen Studierende zudem das Wissen in der Praxis anzuwenden. Hierdurch können sie nach Abschluss ihres Studiums schneller als Absolventen anderer Hochschulen selbstständig Aufgaben in Unternehmen übernehmen. So profitieren ISM-Dozenten ebenso wie ISM-Studierende und Praxispartner gleichermaßen von dem wissenschaftlichen Diskurs. Entsprechend ihrem Fokus in Lehre und Studium konzentrieren sich die Forschungs- und Entwicklungsprojekte der ISM auf unterschiedliche Schwerpunkte und transdisziplinäre Ansätze in den Bereichen Internationalisierung der Wirtschaft, Energieökonomische sowie Umweltökonomische Forschung, Tourismusforschung, Logistik und Informationsforschung, Finanz- und Bankenforschung, Marketing und Kommunikationsforschung, Leadership und Motivationsforschung und Organisations- und Personalforschung. Das Research Journal for Applied Management enthält aktuelle ISM-nahe empirische und/oder theoretische Forschungsergebnisse. Die Beiträge werden einem Peer-Review mit mindestens einem ISM-externen Experten sowie einem Double-Blind-Begutachtungsverfahren unterzogen.

Moderne Marketing-Kommunikation Jörg Tropp, 2014-01-31. Das Lehrbuch gibt vor einem kommunikationswissenschaftlichen Hintergrund einen Überblick über die Grundlagen und das Management Moderner Marketing-Kommunikation. Ausgehend von der systematischen Aufbereitung der neueren Entwicklungen wird der Marketing-Kommunikationsprozess und dessen Management gegliedert nach seinen einzelnen Phasen dargestellt. Besondere Berücksichtigung finden dabei die neuen Kommunikationsdisziplinen wie Utility Marketing, Guerilla Marketing oder Word of Mouth Marketing. In der bearbeiteten Auflage des Buches, das zu den Standardwerken in der Literatur zur marketingbezogenen Organisationskommunikation zählt, sind die neuesten Entwicklungen der Marketingkommunikation wie Content Marketing und Owned Media aufgenommen worden. Weiterhin stellen zahlreiche aktuelle nationale und internationale Beispiele einen hohen Praxisbezug sicher. Vertiefend kann über QR-Codes auf audiovisuelle Fallstudien sowie Konzeptvideos von Kampagnen zugegriffen werden, die beim International Festival of Creativity präsentiert wurden.

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

Integrative Verfahren Zur Markenbewertung Doreen Schröder, Doreen Schröder, 2009 Neun Markenbewertungsunternehmen eine fiktive Marke identische Daten als Grundlage das Ergebnis neun unabhängig voneinander durchgeführte Markenbewertungen führen zu Markenwerten von 173 Mio Euro bis 958 Mio Euro das ist ein Unterschied von 553 Prozent Dieses Phänomen offenbart die Unüberschaubarkeit und Unglaubwürdigkeit der Verfahren und birgt Raum für Verwirrungen Marken stellen einen der wichtigsten Vermögensgegenstände von Unternehmen dar Der Anteil der Markenwertes am Gesamtunternehmenswert führender Unternehmen belief sich im Jahre 2005 auf 67 Prozent Wie eine gängige Studie zeigt sehen 70 Prozent der Unternehmen eine Markenbewertung als bedeutend an 20 Prozent kennen die gängigsten Verfahren und nur zwei Prozent nutzen diese im Schnitt Hier zeigt sich die Prägnanz des Themas Markenbewertung Unsere Gesellschaft und Wirtschaft stehen am Anfang des 21. Jahrhunderts vor völlig neuen Herausforderungen Der Wandel zu transkontinentalen globalen und grenzenlosen Unternehmens Wettbewerbs Produktions und Kommunikationssystemen lässt auch die Zahl der Mergers Acquisitions Merger national international und grenzüberschreitend zunehmend steigen Damit einhergehend findet eine Globalisierung der Finanzmärkte sowie die Neuausrichtung der Kreditinstitute Basel II statt Die Unternehmensfinanzierung steht vor einem Umbruch Die größte Herausforderung für Unternehmen ist die Stärkung der Eigenkapitalausstattung hier ergeben sich große Chancen für den Private Equity Markt Eine der zentralen Aufgaben im Rahmen eines Akquisitionsprozesses ist es einen adäquaten Kaufpreis zu ermitteln Die hierfür benötigten Informationen werden in Form von Due Diligence Prüfungen bereitgestellt Im Zuge der Zunahme von Fusionen Übernahmen und Kapitalbeteiligungen steigt der Bedarf an Due Diligence Analysen im Rahmen der Prüfung von Unternehmen Doch Deal making is glamorous Due Diligence is not Diese Ansicht unterstreicht das häufige Problem dass Due Diligence

STRATEJİK MARKA YÖNETİMİ - İnşası, Ölçümü ve Marka Sermayesinin Yönetimi - STRATEGIC BRAND

MANAGEMENT - Building, Measuring, and Managing Brand Equity Kevin Lane Keller, Intellectual Property Russell L. Parr, Gordon V. Smith, 2005-04-29 This book is designed to simplify the process of attaching a dollar amount to intangible assets be it for licensing mergers and acquisitions loan collateral or investment purposes It provides practical tools for evaluating the investment aspects of licensing and joint venture decisions and discusses the legal tax and accounting practices and procedures related to such arrangements examines the business economics of strategies involving intellectual property licensing and joint ventures and provides analytical models that can be used to determine reasonable royalty rates for licensing and for determining fair equity splits in joint venture arrangements **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 **Strategic Market Management** David A. Aaker, Christine Moorman, 2023-11-14 Learn to identify select implement and adapt market driven business strategies for profitable growth in competitive markets In Strategic Market Management David Aaker and Christine Moorman deliver an incisive practical and up to date guide for identifying selecting implementing and adapting market driven business strategies in increasingly complex dynamic and crowded markets The authors provide the concepts frameworks tools and best practice case studies required to develop capabilities in key strategic marketing tasks achieve high quality decision making and drive long term profitable growth Extensively revised and updated the twelfth edition of Strategic Market Management offers newly written chapters focused on growth and branding that reflect cutting edge frameworks based on the most recent research and the authors experiences with leading companies New real world examples and stronger frameworks including cutting edge approaches for environmental analysis offering market selection and target market selection New digital marketing strategy topics including the metaverse algorithmic bias augmented reality influencers and gamification are integrated throughout the book Strategic Market Management Twelfth Edition is an excellent textbook for courses at all levels that seek a strategic view of marketing such as Strategic Market Management Strategic Market Planning Strategic Marketing Marketing Strategy Strategic Planning Business Policy and Entrepreneurship It is also a valuable reference and guide for MBA and EMBA students managers planning specialists and executives wanting to improve their marketing strategy development and planning processes or looking for a timely overview of recent issues frameworks and tools

Ikonica Jeanette Hanna, Alan C. Middleton, 2008 A stylish provocative look at the tremendous often invisible success of Canada s greatest brands Ikonica is the first exploration of Canada s rich and unique brand heritage Authors Jeannette

Hanna and Alan Middleton shed light on the evolution of our country's best known brands from the Hudson's Bay Company to BlackBerry. This visually stunning tour of Canada's branding environment highlights the prime movers, the triumphs and the failures. Both Hanna and Middleton draw on years of experience as brand strategists to offer an inside look at the major players in Canadian branding from global success stories like the Four Seasons Hotels to domestic upstarts like WestJet. The heart of the book is more than thirty interviews with a who's who of major business and cultural figures including Paul House, Tim Hortons, Robert Milton, Air Canada, Fred Schaeffer, McCain, and William Thorsell, Royal Ontario Museum. The authors' provocative analysis shows what it takes for Canadian brands to punch above their weight in the global marketplace.

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 David A. Aaker, Erich Joachimsthaler, 2012-12-11 Management fads come and go in the blink of an eye, but branding is here to stay. Closely watched by the stock market and obsessed over by the biggest companies, brand identity is the one indisputable source of sustainable competitive advantage, the vital key to customer loyalty. David Aaker is widely recognised as the leading expert in this burgeoning field. Now he prepares managers for the next wave of the brand revolution. With coauthor Erich Joachimsthaler, Aaker takes brand management to the next level: strategic brand leadership. Required reading for every marketing manager is the authors' conceptualisation of brand architecture: how multiple brands relate to each other and their insights on the hot new area of Internet branding. Full of impeccable, intelligent guidance, BRAND LEADERSHIP is the visionary key to business success in the future.

Brand Portfolio Strategy David A. Aaker, 2020-03-24 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 cobrands and brand extensions 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

Business Innovation and Development in Emerging Economies Irwan Trinugroho, Evan Lau, 2019-05-16 Business Innovation driven by the advancement of technology has dramatically changed the business landscape over recent years not only in advanced countries but also in emerging markets It is expected that business innovation could help achieve economic inclusion which has been a global initiative over the last decade creating opportunities for all people to benefit from the economic development These proceedings provide an outlet for discussing the importance of business innovation especially in emerging countries in helping to reach inclusive economies The papers cover the subject areas management accounting finance economics and social sciences

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