

Get Free Brand Asset  
Management Driving Profitable  
Growth Through Your Brands

***Brand Asset Management  
Driving Profitable Growth  
Through Your Brands***

□□□□□□□□

*One Simple Question Can*

# Get Free Brand Asset Management Driving Profitable Growth Through Your Brands.

*Determine Your Company's Future. Do You Know the Answer? The Ultimate Question offers hands-on guidance on how to: Distinguish good profits from bad. Measure NPS and benchmark performance against world-class standards.*

# Get Free Brand Asset Management Driving Profitable Growth Through Your Brands

*Quantify the economic value generated by customer word of mouth. Assign accountability for improving customer relationships. Identify core customers and set priorities for strategic investments. Move customers beyond mere*

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*satisfaction to true loyalty. Create communities of passionate advocates that stimulate innovation and growth. Practical and compelling, The Ultimate Question will help you solve your organization's growth dilemma.*

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*The Journal of School Public Relations is a quarterly publication providing research, analysis, case studies and descriptions of best practices in six critical areas of school administration: public relations, school and community*

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*relations, community education, communication, conflict management/resolution, and human resources management. Practitioners, policymakers, consultants and professors rely on the Journal for cutting-edge ideas*

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*and current knowledge. Articles are a blend of research and practice addressing contemporary issues ranging from passing bond referenda to building support for school programs to integrating modern information.*

## Get Free Brand Asset Management Driving Profitable Growth Through Your Brands

*While growth is a top priority for companies of all sizes, it can be extremely difficult to create and maintain—especially in today's competitive business environment. The Granularity of Growth will put you in a better position to succeed*



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*as it reveals why growth is so important, what enables certain companies to grow so spectacularly, and how to ensure that growth comes from multiple sources as you take both a broad and a granular view of your*

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markets.**

*Big Data, Analytics, and the Future  
of Marketing & Sales*

*Operationalize Your Brand to Drive  
Profitable Growth*

*The AMA Trainers' Activity Book*

*How Exceptional Companies Think*

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*Driving Profitable Growth Through  
Your Brands*

*Intangible Finance Standards*

*Shifting Your Strategy from  
Products to Customers*

*Retail Marketing and  
Branding, 2nd Edition*

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*looks at how retailers  
can make more out of  
their marketing money  
with retail best  
practices in branding  
and marketing spend  
optimization. The second*

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*edition of Retail*

*Marketing and Branding*

*includes the following*

*updates: \* New and*

*updated case examples \**

*Updated figures and*

*examples throughout \**

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*New interviewers with  
recent experiences \**

*Additional chapters*

*In this pathbreaking  
book, world-renowned*

*Harvard Business School  
service firm experts*

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*James L. Heskett, W.  
Earl Sasser, Jr. and  
Leonard A. Schlesinger  
reveal that leading  
companies stay on top by  
managing the service  
profit chain. Why are a*

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*select few service firms  
better at what they do  
-- year in and year out  
-- than their  
competitors? For most  
senior managers, the  
profusion of anecdotal*



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*"service excellence"*

*books fails to address  
this key question. Based  
on five years of  
painstaking research,  
the authors show how  
managers at American*

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*Express, Southwest  
Airlines, Banc One,  
Waste Management, USAA,  
MBNA, Intuit, British  
Airways, Taco Bell,  
Fairfield Inns, Ritz-  
Carlton Hotel, and the*

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*Merry Maids subsidiary  
of ServiceMaster employ  
a quantifiable set of  
relationships that  
directly links profit  
and growth to not only  
customer loyalty and*

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*satisfaction, but to  
employee loyalty,  
satisfaction, and  
productivity. The  
strongest relationships  
the authors discovered  
are those between (1)*

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*profit and customer  
loyalty; (2) employee  
loyalty and customer  
loyalty; and (3)  
employee satisfaction  
and customer  
satisfaction. Moreover,*

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*these relationships are mutually reinforcing; that is, satisfied customers contribute to employee satisfaction and vice versa. Here, finally, is the*

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*foundation for a  
powerful strategic  
service vision, a model  
on which any manager can  
build more focused  
operations and marketing  
capabilities. For*

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*example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth"*



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*of a relationship, the  
number of banking  
services a customer  
utilizes, and  
profitability led the  
bank to encourage  
existing customers to*

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*further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other*

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*stores on all measures.*

*At American Express  
Travel Services, offices  
that ticket quickly and  
accurately are more  
profitable than those  
which don't. With*

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*hundreds of examples  
like these, the authors  
show how to manage the  
customer-employee  
"satisfaction mirror"  
and the customer value  
equation to achieve a*

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*"customer's eye view" of  
goods and services. They  
describe how companies  
in any service industry  
can (1) measure service  
profit chain  
relationships across*

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*operating units; (2)  
communicate the  
resulting self-  
appraisal; (3) develop a  
"balanced scorecard" of  
performance; (4) develop  
a recognitions and*

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*rewards system tied to  
established measures;  
(5) communicate results  
company-wide; (6)  
develop an internal  
"best practice"  
information exchange;*

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*and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the*



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*common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven*

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*success and high-  
yielding results from  
these high-achieving  
companies will make The  
Service Profit Chain  
required reading for  
senior, division, and*

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*business unit managers  
in all service  
companies, as well as  
for students of service  
management.*

*Over the next decade,  
two out of every three*

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*companies will face the  
challenge of their  
corporate lives:  
redefining their core  
business. Buffeted by  
global competition and  
facing an uncertain*

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*future, more and more  
executives will realize  
that they must make  
fundamental changes in  
their core even as they  
continue delivering the  
goods and services that*

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*keep them in business  
today. Unstoppable shows  
these managers how to  
look deep within their  
organizations to find  
undervalued,  
unrecognized, or*

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*underutilized assets  
that can serve as new  
platforms for  
sustainable growth.  
Drawing on more than  
thirty interviews with  
CEOs from companies such*

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*as De Beers, American Express, and Samsung, it shows readers how to recognize when the core needs reinvention and how to deploy the "hidden assets" that can*



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*be the basis for  
tomorrow's growth.*

*Building on the author's  
previous books, Profit  
from the Core and Beyond  
the Core, this book  
shows how any company in*

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*crisis can transform  
itself to become truly  
unstoppable.*

*The two LNCS volume set  
9180-9181 constitutes  
the refereed proceedings  
of the 7th International*

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*Conference on Cross-  
Cultural Design, CCD  
2015, held as part of  
the 17th International  
Conference on Human-  
Computer Interaction,  
HCII 2015, in Los*

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*Angeles, CA, USA in  
August 2015, jointly  
with 15 other  
thematically similar  
conferences. The total  
of 1462 papers and 246  
posters presented at the*

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*HCII 2015 conferences  
were carefully reviewed  
and selected from 4843  
submissions. These  
papers of the two volume  
set address as follows:  
LNCS 9180, Cross-*

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*Cultural Design:  
Methods, Practice and  
Impact (Part I),  
addressing the following  
major topics: cross-  
cultural product design,  
cross-cultural design*

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*methods and case  
studies, design,  
innovation, social  
development and  
sustainability and LNCS  
9181, Cross-Cultural  
Design: Applications in*

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*Mobile Interaction,  
Education, Health,  
Transport and Cultural  
Heritage (Part II),  
addressing the following  
major topics: cultural  
aspects of social media*



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*and mobile services,  
culture for transport  
and travel, culture for  
design and design for  
culture and culture for  
health, learning and  
games.*

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*Profit Brand*

*Marketing for Growth*

*The Role of Marketers in  
Driving Revenues and  
Profits*

*Managing Brand Equity*

*7th International*

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*Conference, CCD 2015,  
Held as Part of HCI  
International 2015, Los  
Angeles, CA, USA, August  
2-7, 2015, Proceedings,  
Part I*

*The Guru Guide to*

*Page 51/185*

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*Marketing*

*Retail Marketing and  
Branding*

Shift your strategy downstream. Why do your customers buy from you rather than from your competitors? If you think the answer is your superior

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products, think again. Products are important, of course. For decades, businesses sought competitive advantage almost exclusively in activities related to new product creation. They won by building bigger factories, by finding cheaper raw

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materials or labor, or by coming up with more efficient ways to move and store inventory—and by inventing exciting new products that competitors could not replicate. But these sources of competitive advantage are being irreversibly leveled by globalization

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and technology. Today, competitors can rapidly decipher and deploy the recipe for your product's secret sauce and use it against you. "Upstream," product-related advantages are rapidly eroding. This does not mean that competitive advantage is a thing of the

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past. Rather, its center has shifted. As marketing professor Niraj Dawar compellingly argues, advantage is now found “downstream,” where companies interact with customers in the marketplace. Tilt will help you grasp the global nature of this



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downstream shift and its profound implications for your strategy and your organization. With vivid examples from around the world, ranging across industries and sectors, Dawar shows how companies are reorienting their strategies around customer interactions

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to create and capture unique value. And he demonstrates how, unlike product-related advantage, this value is cumulative, continuously building over time. In an increasingly customer-centered world marketplace, let Tilt serve as your guide to shifting your

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strategy downstream—and achieving  
enduring competitive advantage.

Brand Asset Management Driving  
Profitable Growth Through Your  
Brands John Wiley & Sons

What do brands like Apple, Diesel,  
Abercrombie & Fitch and Virgin have

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in common and what differentiates them from other brands? These brands are able to maintain a relationship with their clients that goes beyond brand loyalty. This gives a complete analysis of Lifestyle Brands, that inspire, guide and motivate beyond product benefits

# Get Free Brand Asset Management Driving Profitable Growth Through Your Brands alone.

When Profit from the Core was published in 2001, it became an international bestseller, helping hundreds of companies find their way back to profitable growth after the bursting of the Internet bubble. The

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2007 global financial meltdown reaffirmed the perils of pursuing heady growth through untested strategies, as firms in industries from finance to retailing to automobiles strayed too far from their core businesses and suffered the consequences. In this updated

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edition of Profit from the Core, authors Chris Zook and James Allen show that a renewed focus on the core is more critical than ever as firms seek to rebuild their competitive advantage coming out of the downturn—and that a strong core will be the foundation for

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successful expansion as the economy recovers. Based on more than ten years of Bain & Company research and analysis and fresh examples from firms responding to the current downturn, the book outlines what today's executives and managers need to do now to



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revitalize their core, identify the next wave of profitable growth, and build on it successfully. Zook and Allen explain how companies can:

- Develop a strong, well-defined core and use it to establish a leadership position
- Follow the golden rule of strategy: discourage

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competitors from investing in your core

- Assess whether your core is operating at its full potential
- Uncover hidden assets in your core that provide the seeds for new growth
- Find a repeatable formula to apply core business strengths in adjacent markets

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Building on powerful and proven ideas to meet today's formidable business challenges, Profit from the Core is the back-to-basics strategy field guide no manager should be without.

Building the Brand-Driven Business  
Cross-Cultural Design Methods,

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Management Driving Profitable  
Growth Through Your Brands  
Practice and Impact

How Ideals Power Growth and Profit at  
the World's Greatest Companies  
Driving Profitable Growth Through  
Your Brands : [Summary].

A Definitive Guide to Maximizing ROI  
The Shift

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A Concise Guide to the Best Ideas  
from Today's Top Marketers  
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)

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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. An accessible, and intuitive, guide to

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stock valuation Valuation is at the heart of any investment decision, whether that decision is to buy, sell, or hold. In *The Little Book of Valuation*, expert Aswath Damodaran explains the techniques in language that any investors can understand, so you can make better investment decisions

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when reviewing stock research reports and engaging in independent efforts to value and pick stocks. Page by page, Damodaran distills the fundamentals of valuation, without glossing over or ignoring key concepts, and develops models that you can easily understand and use. Along the way, he covers



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various valuation approaches from intrinsic or discounted cash flow valuation and multiples or relative valuation to some elements of real option valuation. Includes case studies and examples that will help build your valuation skills Written by Aswath Damodaran, one of today's most

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respected valuation experts Includes  
an accompanying iPhone application  
(iVal) that makes the lessons of the  
book immediately useable Written with  
the individual investor in mind, this  
reliable guide will not only help you  
value a company quickly, but will also  
help you make sense of valuations

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done by others or found in  
comprehensive equity research  
reports.

Brand Fusion: Purpose-driven brand  
strategy presents a compelling case  
for what consumers, customers,  
employees, and wider society are now  
demanding from companies - the

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development of brands that deliver profit with purpose, are sustainable, and create mutually beneficial meaning. It fuses theory-practice-application to purpose-driven brand strategies in order to develop a unique approach that has comprehensive theoretical underpinning as well as

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practical and thought-provoking lessons from industry. Data-driven case studies from a broad range of brands and contexts show the application of this learning—from micro-brands to corporates; charities to technology companies; retirement villages to aspiring high-growth start-

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ups. Brand Fusion: Purpose-driven brand strategy is an in-depth analysis of the philosophy and practice behind creating a purposeful brand.

A data-driven assessment of what enables some companies to outperform over the long term in spite of comparable constraints analyzes

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the practices of thousands of high- and low-performing companies over a 45-year period to reveal unique thinking habits and counterintuitive strategies.

Tilt

The New Competitive Edge

Advanced Management research

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Profit from the Core

Purpose-driven brand strategy

Advances in Fundamental Analysis  
and Technical Analysis

*Branding: secrets revealed, best practices  
explained, pitfalls exposed! • The truth  
about positioning brands and developing*



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*brand meaning • The truth about brands as corporate profit drivers • The truth about advertising, pricing, segmentation, and more Simply the best thinking the truth and nothing but the truth This book reveals the 51 bite-size, easy-to-use techniques for building great brands—and keeping them great. “I recommend this punchy,*

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*provocative book that uses vivid case studies  
to remind us of 51 truths about brands.”*

*DAVID AAKER, Vice-Chairman, Prophet  
and Author of Building Strong Brands and  
Spanning Silos*

*Discusses the newest marketing concepts.*

*The Guru name is synonymous with expert,  
candid advice. The Guru format provides*

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*an easy reference to a wide range of ideas  
and practices.*

*In this text an experienced brand manager  
shows you how to turn your brand from the  
logo on your letterhead into the driving  
force behind your company's growth,  
operational success and long-term  
profitability. Drawing from methods*

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*developed in his consulting and training programmes, Scott Davis provides a thorough grounding in brand strategy. The managed flow of goods and information from raw material to final sale also known as a "supply chain" affects everything--from the U.S. gross domestic product to where you can buy your jeans.*

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*The nature of a company's supply chain has a significant effect on its success or failure--as in the success of Dell Computer's make-to-order system and the failure of General Motor's vertical integration during the 1998 United Auto Workers strike. Supply Chain Integration looks at this crucial component of business at a time*

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*when product design, manufacture, and delivery are changing radically and globally. This book explores the benefits of continuously improving the relationship between the firm, its suppliers, and its customers to ensure the highest added value. This book identifies the state-of-the-art developments that contribute to the success*

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*of vertical tiers of suppliers and relates these developments to the capabilities that small and medium-sized manufacturers must have to be viable participants in this system. Strategies for attaining these capabilities through manufacturing extension centers and other technical assistance providers at the national, state,*

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*and local level are suggested. This book identifies action steps for small and medium-sized manufacturers--the "seed corn" of business start-up and development--to improve supply chain management. The book examines supply chain models from consultant firms, universities, manufacturers, and associations. Topics*



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*include the roles of suppliers and other supply chain participants, the rise of outsourcing, the importance of information management, the natural tension between buyer and seller, sources of assistance to small and medium-sized firms, and a host of other issues. Supply Chain Integration will be of interest to industry policymakers,*

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*economists, researchers, business leaders,  
and forward-thinking executives.*

*A Quick Reference Guide to Solving Your  
Branding Problems and Strengthening Your  
Market Position*

*A Selection of the Best Learning Exercises  
from the World's Premiere Training  
Organization*

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*Strategies for Small Manufacturers*

*Surviving Supply Chain Integration*

*Brand Asset Management*

*Artificial Intelligence in Asset Management*

*Business*

*This book asserts that intangibles  
create financial transactions, not  
vice versa. It offers distinct,*

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*reproducible methods of valuing intangibles in intangible forms, with associated and meaningful financial values. It also presents new management frameworks in which all forms of intangibles can be classified, measured, managed,*

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*and reported. \*A practical, hands-on guide to a new approach to valuing intangibles \*Progresses from simple to complex, using case studies that begin with short simple cases and progress to comprehensive real-life case studies \*Highlights the*

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*distinction between what is currently required by law and what is not required but will give firms a competitive edge*

*A catchy business name and a smart logo may get you a few clicks, but to create a sustaining image for*

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*your organization and build continual success will require the perfect branding statement. The essence of an organization begins with establishing its brand, therefore it is absolutely essential to get it right. Brand managers, marketers,*

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*and executives have long turned to the trusted principles in Brand Aid to troubleshoot their branding problems. Written by an acknowledged branding expert with 30 years of experience building world-class brands, this must-have*



# Get Free Brand Asset Management Driving Profitable Growth Through Your Brands

*guide covers topics ranging from research and positioning to brand equity management and architecture strategy. The latest edition has collected illuminating case studies, best practices, and the latest research in order to offer*

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*invaluable advice on every aspect  
of brand management, including:*

- The 6 most powerful sources of  
brand differentiation*
- 5 elements  
that trigger brand insistence*
- Turning brand strategy into  
advertising*
- Online branding*
- Social*

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*responsibility, sustainability, and  
storytelling• 60 nontraditional  
marketing techniques• And moreAn  
organization cannot afford to get  
their branding wrong. With the  
treasure trove of techniques,  
templates, and rules of thumb found*

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*in Brand Aid, it won't!*

*The practical guide to using pricing  
and profitability management to  
build a better business A  
comprehensive reference for any  
business professional looking to  
understand the capabilities and*

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*competencies required for effectively managing pricing and profitability, Pricing and Profitability Management explains how to determine the right approach, tools, and techniques for each of six key categories (pricing strategy, price*

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*execution, advanced analytics and optimization, organizational alignment and governance, pricing technology and data management, and tax and regulatory effectiveness). Exploring each category in detail, the book*

# Get Free Brand Asset Management Driving Profitable Growth Through Your Brands

*addresses how an integrated approach to pricing improvement can give a sustainable, competitive advantage to any organization. The ultimate "how to" manual for any executive or manager interested in price management, the book*

# Get Free Brand Asset Management Driving Profitable Growth Through Your Brands

*presents a holistic, comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single-pronged approach. Presents a*



# Get Free Brand Asset Management Driving Profitable Growth Through Your Brands

*comprehensive framework for more effectively managing pricing and profitability Identities the six key categories of pricing and profitability management Shows you how to gain a competitive edge by managing pricing and profitability*

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*Taking a comprehensive view of pricing, companies can position themselves to tap a vast source of shareholder value—the ability to set and enforce profitable prices, not just once, but again and again in response to marketplace changes*

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*and evolving business needs—and  
this book will show you how.*

*The amount and range of brand  
related literature published in the  
last fifty years can be overwhelming  
for brand scholars. This Companion  
provides a uniquely comprehensive*

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*overview of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international range of established and emerging scholars from Europe, US, Asia and*

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*Africa, provide a diverse range of insights on different areas of branding, reflecting the state of the art and insights into future challenges. Designed to provide not only a comprehensive overview, but also to stimulate new insights, this*

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*will be an essential resource for  
researchers, educators and  
advanced students in branding and  
brand management, consumer  
behaviour, marketing and  
advertising.*

***EBOOK: Managing Brands***

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*A Practical Guide for Business  
Leaders*

*Pricing and Profitability  
Management*

*A Guide to Aspirational Marketing  
The Three Rules*

*Finding Hidden Assets to Renew*

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*the Core and Fuel Profitable Growth  
Grow*

**The most important assets of  
any business are intangible:  
its company name, brands,  
symbols, and slogans, and  
their underlying associations,**



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**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**

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**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**

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**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**

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**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**

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**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**

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**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**

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**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**

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**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**



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**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**

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**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  
Representing an innovative,**

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**comprehensive approach to  
brand building, this work  
reflects the integration of  
traditional marketing with  
technology, measurement and  
operations.**

**The Economist: Marketing for**

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**Growth is a guide to how marketing can and should become a business's most important driver of growth. Marketers play a crucial role in generating revenue, and they can play an equally important**

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**role in how revenues translate into profit. They can help a company achieve growth by being smarter or more efficient than its competitors, and do so in a sustainable way. Marketers have their ear**

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**to the ground and therefore  
are often the first to pick up  
on changing customer needs  
and behavior, and the forces  
at play in markets. This  
informs the development and  
improvement of products,**

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**processes and standard of service. The book explores how to identify the most valuable customers, the most effective ways to drive revenue growth, and the best ways to improve profitability.**

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**It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence from a wide range of business in Britain, America, Europe and Asia, including Amazon, China**



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**Mobile, Dove, Goldman Sachs,  
Haier, ING Direct, Lenovo,  
Mini, Procter & Gamble, Red  
Bull, Target, Twitter, Virgin  
and Zara.**

**A special activity template  
gives readers all the**

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**information they need at a glance. Easily adapted for use with both individuals and teams, these exercises represent the combined efforts of the very best the industry has to offer.**

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**Stall Points**

**Jspr Vol 23-N2**

**The Ultimate Question**

**How to Increase the**

**Profitability, Accountability &**

**Sustainability of Brands**

**The Little Book of Valuation**

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**Branded Customer Service  
How to Identify the Sources of  
Growth and Drive Enduring  
Company Performance**

Big Data is the biggest  
game-changing  
opportunity for

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marketing and sales

since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from

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customer behaviors to  
weather patterns to  
demographic consumer  
shifts in emerging  
markets. This collection  
of articles, videos,  
interviews, and

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slideshares highlights  
the most important  
lessons for companies  
looking to turn data  
into above-market  
growth: Using analytics  
to identify valuable

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business opportunities  
from the data to drive  
decisions and improve  
marketing return on  
investment (MROI)

Turning those insights  
into well-designed



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products and offers that  
delight customers  
Delivering those  
products and offers  
effectively to the  
marketplace. The goldmine  
of data represents a

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pivot-point moment for  
marketing and sales  
leaders. Companies that  
inject big data and  
analytics into their  
operations show  
productivity rates and

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profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

The value of a brand is

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acknowledged only when a consumer is happy and satisfied using it.

Hence, recognition and praise enhance the brand value or brand equity of a product, and makes a

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product 'a brand'.

Therefore, brand equity becomes a precedence for any product to become a brand. This book delves onto the concepts and theories of Brand

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Equity, and how it forms an integral part of any product becoming a success. The book skillfully explains fundamental concepts of brand equity, and its

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importance in  
product/services  
marketing, in the Indian  
context. Divided into  
four parts, Part 1 of  
the book begins by  
explaining the meaning

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of branding and brand equity. Part 2 then focuses on various components of brand equity. Part 3 educates the readers/students on how to measure brand



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equity of a product or a brand. Part 4 concludes by elaborating on ways and means to enhance brand equity of any product. This book is designed for the

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postgraduate degree and  
PG Diploma students of  
management specializing  
in Marketing and brand  
management. The book  
will be equally useful  
for practising

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Praise for The Shift

"More than ever, the  
role of marketing has to  
be to drive profitable  
growth by unlocking  
customer insights. The

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Shift provides inspiring examples of how leading marketers are getting it done." -Cammie Dunaway, executive vice president of sales and marketing, Nintendo of America "At

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Zappos.com we've always approached business in our own unique way. The Shift outlines many principles we holistically embrace. Kudos to Scott Davis for

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putting together such a  
great resource!" -Tony  
Hsieh, CEO, Zappos.com

"The Shift is a great  
'how-to book' for  
Visionary Marketers who  
want to stand out, help

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their company succeed by moving toward true accountability, and drive a business strategy that keeps the customer in mind, while never losing sight of

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Growth Through Your Brands,**

the P&L." -Fisk Johnson,  
chairman and CEO, SC  
Johnson "The Shift's  
articulation of how  
marketing can drive a  
company's bottom line  
and a marketer's career



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makes it a must-read for  
any CEO who wants  
marketing to truly  
impact their company's  
bottom line." -CJ

Fraleigh, CEO, Sara Lee  
Retail and Foodservice

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"Marketer as a  
P&L-oriented  
businessperson! This  
important book for  
senior executives  
provides a road map on  
how marketers and their

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organizations can shift their profiles, while driving bottom-line results." -Mark L. Vachon, president and CEO, GE Healthcare, Americas "The Shift

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charts a dramatic new  
role for marketing. A  
challenge every firm  
should embrace." -David  
Aaker, vice chairman,  
Prophet; and, author,  
Brand Leadership "The

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Shift has to become a way of life from the classroom to the boardroom. Davis's book brings a practitioner's perspective to this critical topic of

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marketers shifting to  
becoming more  
accountable and more  
personally responsible  
for driving growth."

-Dipak Jain, dean,  
Kellogg Graduate School

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of Management,

Northwestern University

"Forget the CMO. Long

live the integrated

agenda of the Chief

Growth and Visionary

Officer!" -Joseph V.

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Tripodi, chief marketing  
and commercial officer,  
The Coca Cola Company  
EBOOK: Managing Brands  
Unstoppable  
The Routledge Companion  
to Contemporary Brand



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Management**

Driving Good Profits and  
True Growth

Lifestyle Brands

The Transformation of  
Today's Marketers into  
Tomorrow's Growth

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Leaders  
Marketing Management

*By the author of the bestselling  
A Complaint Is a Gift (more  
than 100,000 copies sold) The  
first book to combine the*

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*dynamics of customer service  
with the psychology of branding-  
two of the most powerful  
concepts in business A  
comprehensive, practical guide  
that offers strategies, exercises  
and real-world examples of*

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*branded customer service in a...  
Artificial intelligence (AI) has  
grown in presence in asset  
management and has  
revolutionized the sector in  
many ways. It has improved  
portfolio management, trading,*

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*and risk management practices by increasing efficiency, accuracy, and compliance. In particular, AI techniques help construct portfolios based on more accurate risk and return forecasts and more complex*

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*constraints. Trading algorithms use AI to devise novel trading signals and execute trades with lower transaction costs. AI also improves risk modeling and forecasting by generating insights from new data sources.*

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*Finally, robo-advisors owe a large part of their success to AI techniques. Yet the use of AI can also create new risks and challenges, such as those resulting from model opacity, complexity, and reliance on*

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*data integrity.*

*Ten years of research uncover  
the secret source of growth and  
profit ... Those who center their  
business on improving people's  
lives have a growth rate triple  
that of competitors and*



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*outperform the market by a huge margin. They dominate their categories, create new categories and maximize profit in the long term. Pulling from a unique ten year growth study involving 50,000 brands, Jim*

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*Stengel shows how the world's 50 best businesses—as diverse as Method, Red Bull, Lindt, Petrobras, Samsung, Discovery Communications, Visa, Zappos, and Innocent—have a cause and effect relationship between*

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*financial performance and their ability to connect with fundamental human emotions, hopes, values and greater purposes. In fact, over the 2000s an investment in these companies—“The Stengel*

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*50” —would have been 400  
percent more profitable than an  
investment in the S&P 500.*

*Grow is based on  
unprecedented empirical  
research, inspired (when  
Stengel was Global Marketing*

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*Officer of Procter & Gamble) by a study of companies growing faster than P&G. After leaving P&G in 2008, Stengel designed a new study, in collaboration with global research firm Millward Brown Optimor. This*

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*study tracked the connection over a ten year period between financial performance and customer engagement, loyalty and advocacy. Then, in a further investigation of what goes on in the “black box” of*

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*the consumer's mind, Stengel and his team tapped into neuroscience research to look at customer engagement and measure subconscious attitudes to determine whether the top businesses in the Stengel Study*

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*were more associated with  
higher ideals than were others.  
Grow thus deftly blends  
timeless truths about human  
behavior and values into an  
action framework - how you  
discover, build, communicate,*



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*deliver and evaluate your ideal. Through colorful stories drawn from his fascinating personal experiences and “deep dives” that bring out the true reasons for such successes as the Pampers, HP, Discovery*

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*Channel, Jack Daniels and  
Zappos, Grow unlocks the code  
for twenty-first century  
business success.*

*The classic Marketing  
Management is an undisputed  
global best-seller - an*

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*encyclopedia of marketing  
considered by many as the  
authoritative book on the  
subject. This third European  
edition keeps the accessibility,  
theoretical rigour and  
managerial relevance - the*

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*heart of the book - and adds: \**  
*A structure designed*  
*specifically to fit the way the*  
*course is taught in Europe. \**  
*Fresh European examples*  
*which make students feel at*  
*home. \* The inclusion of the*

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*work of prominent European academics. \* A focus on the digital challenges for marketers. \* An emphasis on the importance of creative thinking and its contribution to marketing practice. \* New in-*

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*depth case studies, each of which integrates one of the major parts in the book. This textbook covers admirably the wide range of concepts and issues and accurately reflects the fast-moving pace of*

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*marketing in the modern world,  
examining traditional aspects of  
marketing and blending them  
with modern and future  
concepts. A key text for both  
undergraduate and  
postgraduate marketing*

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*programmes.*

*The Granularity of Growth  
Service Profit Chain*

*BRAND EQUITY: AN INDIAN  
PERSPECTIVE*

*How to Value a Company, Pick  
a Stock and Profit*

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*Brand Fusion*

*A Return to Growth in  
Turbulent Times*

*The Truth About Creating  
Brands People Love*