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***Building Strong
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**The must-read summary of
David Aaker and Erich
Joachimsthaler's book: "Brand-**

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**Leadership: The Evolving
Paradigm". This complete
summary of the ideas from
David Aaker and Erich
Joachimsthaler's book "Brand-
Leadership" shows that
creating and progressively
building strong brands is an**

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important commercial activity for most business enterprises. However, the way that strong brands are built is rapidly changing and evolving. A new paradigm is emerging in which achieving brand leadership is becoming more

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important than simply building brand equity. In fact, the paradigm for brand building is evolving from the tactical and reactive approach of traditional brand management to the much more strategic and visionary

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brand leadership approach.

Added-value of this summary:

**• Save time • Understand the
key concepts • Increase your
business knowledge To learn
more, read "Brand-
Leadership" and discover how
to overcome and address the**

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**challenges brought by today's
new brand paradigm.**

**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,**

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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

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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

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shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organisation, and brand-as-symbol perspectives. A second pitfall is to ignore the fact

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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

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**to a changing environment,
and to leverage brand assets
into new markets and
products. As executives in a
wide range of industries seek
to prevent their products and
services from becoming
commodities, they are**

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recommitting themselves to brands as a foundation of business strategy. This new work will be essential reading for the battle-ready.

"Threats to brand relevance are always lurking around the corner. Your brand is virtually

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never immune from the risk of fading instead of being energized or being damaged instead of strengthened."—David Aaker
From branding guru David Aaker comes Three Threats to Brand Relevance, a

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**provocative new offering in
the Jossey-Bass Short Format
series. In Three Threats Aaker
reveals that the key to an
organization's sustained
growth is to learn what it
takes to bring "big"
innovation to market and**

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create barriers to competitors. Aaker also shows how well-established companies can avoid becoming irrelevant in the face of the continuing parade of marketing dynamics led by others. Building on his full-

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length book Brand Relevance, Aaker offers a guide for confronting the three threats if they emerge and shows how to put in place the strategies that will keep the threats at bay. Threat #1: A decline in category or subcategory

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relevance. Customers simply no longer want to buy what you are making, despite the fact you are offering a quality product and some customers love it. Threat #2: The loss of energy relevance. Without energy the brand simply does

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not come to mind as other more visible brands and a decline in energy can create a perception that it is locked in the past, suitable for an older generation. Threat #3: The emergence of a "reason-not-to-buy." The brand may have a

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**perceived quality problem or
be associated with a firm
policy that is not acceptable.
Whether your brand is just
breaking into the marketplace
or has a long held place in the
hearts of its consumers, any
forward-thinking company can**

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implement Aaker's proven methods and strategies as part of their organization's ongoing review of brand strategy with the help of this succinct and to-the-point resource. About the Jossey-Bass Short Format Series

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Written by thought leaders and experts in their fields, pieces in the Jossey-Bass Short Format Series provide busy, on-the-go professionals, managers and leaders around the world with must-have, just-in-time information in a

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**concise and actionable
format.**

**Every year, 6 million
companies and more than
100,000 products are
launched. They all need an
awesome name, but many
(such as Xobni, Svbtle, and**

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Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy

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brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure

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that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the “so bad she gave them an award.” Alexandra Watkins is not afraid to name names.

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**Building Strong Brands
Three Threats to Brand
Relevance
Making Competitors
Irrelevant
A Quick Reference Guide to
Solving Your Branding
Problems and Strengthening**

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Your Market Position

**Summary: Building Strong
Brands**

**Forging An Ironclad Brand: A
Leader's Guide**

**101 Lessons from Real-World
Marketing**

Organized into more than 200

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*thought- and action-
provoking elements—from the
importance of clean trucks
and bathrooms to
conversations with
entrepreneurs creating new
markets—Tom Peters,
bestselling management guru*

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offers a practical guide to impractical times. In The Pursuit of Wow!, Tom Peters offers readers the words, the tools, to survive in tumultuous business environments. In his groundbreaking book, In

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Search of Excellence changed the way business does business. Now it's time to take the next leap into the cyberstage era. Getting to a place called excellence is no longer the idea. You've got to take that leap, then

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leap again—catapult their imaginations, blow their mindsets—in a word, wow! them. Once more the unconventional Peters stimulates corporate thought processes. Along with the best of his columns, Peters

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includes questions and rebuttals that come from readers and listeners, as well as his own candid responses. A must-read for every business person. Good brand is just good business. Brand is the

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***intentional leader's North
Star. It helps us engage
customers and employees,
unleash our competitive
advantage, and fuel enduring
growth. And yet, despite this
power, brand is grossly
underused. Few leaders***

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*leverage brand fully,
believing (wrongly) that
brand is squishy and
elusive. But when a tool
this vital is dismissed, the
business suffers mightily.
The good news is that all
leaders can ignite brand to*

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create value. Lindsay Pedersen deconstructs what brand is and why it is indispensable for leaders. Then she shares her step-by-step process to tame the infinite possibilities and pinpoint a brand positioning

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*that is true and robust-
ironclad-to unlock the most
value. In this book, learn
how to...-Leverage brand as
a strategic platform for
growing with purpose-Lead
more effectively with brand
as your North Star-Use brand*

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to excite customers and employees-Identify your Uncommon Denominator and Benefit Ladder-Follow the principles of storytelling to generate business growthBrand is sorely underutilized. When you

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ignore it or use it only superficially, you forgo your most sustainable competitive advantage. It's time to start using brand as your North Star-it's time to make your brand ironclad. Marketers now have the

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opportunity to invest in more data research and take advantage of social networking. The new 12th edition of "Marketing Research" shows marketers how to utilize these techniques to compliment

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traditional methods. The book focuses on international market research and incorporates new case studies to present the latest information in the field. Marketers will also be able to access the

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books Web site for a list of readings, links to other key sites, sample datasets for analysis, and practice questions after each chapter.

Annotation E-marketing is intrinsically

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*interdisciplinary with
academic researchers in many
fields conducting research
in the area. This book
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conducted in many
disciplines to one outlet,
encouraging cross-*

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*fertilisation of ideas and
greater dissemination of key
research concepts.*

*Strategic Market Management
Creating Relevance,
Differentiation, Energy,
Leverage, and Clarity
Guest Book*

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***Illustrated Nature Edition
Catch Customers, Drive
Growth, and Stand Out in All
Markets***

***Summary: Brand-Leadership
What Great Brands Do***

Adopted internationally by
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programmes, The New Strategic Brand Management is simply the reference source for senior strategists, positioning professionals and postgraduate students. Over the years it has not only established a reputation

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as one of the leading works on brand strategy, but also has become synonymous with the topic itself. Using an array of international case studies, Jean-Noël Kapferer covers all the leading issues faced by brand

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strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels and the comeback of local brands. This

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updated fifth edition of The New Strategic Brand Management builds on its impressive reputation, including new information to enable students and practitioners to stay up to date with targeting, adding

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recent research and market knowledge to the discipline. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as

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Audi, Nivea, Toyota and Absolut Vodka; plus models and frameworks such as the Brand Identity Prism; it remains at the forefront of strategic brand thinking.

Branding guru Aaker shows how

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to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-

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and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other

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brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your

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brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories,

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making competitors irrelevant
Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors
Describes the threat of becoming irrelevant by failing to make what

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customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best,

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the goal is to be the only brand around-making competitors irrelevant.

Owning Game-Changing Subcategories is about creating organizational growth in the digital age by creating and

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owning game-changing subcategories fueled by digital. Owing Game-Changing Subcategories outlines the path to finding, managing, and leveraging new subcategories. In the digital age, the path has been

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made wider, shorter, and more frequently traveled. Throughout *Owning Game-Changing Subcategories*, David Aaker discusses certain aspects of the digital age that alter this path, such as E-commerce providing

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fast, inexpensive market access bypassing the cost of gaining distribution into storefront retailers or creating personal sales teams and social media and websites enabling communication on steroids in

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comparison with traditional use of advertising or events. Growth is not only a success measure but also creates energy and opportunity for customers and employees. And such growth almost never occurs with "my

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brand is better than your brand” marketing. Owing Game-Changing Subcategories explores the only ways to grow a business (with rare exceptions) which is to: develop new “must haves” that define a game-

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changing subcategory that provides a new or markedly superior buying or use experience or brand relationship to a core customer base; become the exemplar brand that represents the subcategory and

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drives its visibility, positioning, and success; and create barriers to competitors that could include “must-have” associations and a basis of relationships that go beyond functional benefits.

The tenth annual Advertising and

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Consumer Psychology
Conference held in San Francisco focused on branding -- a subject generating intense interest both in academia and in the "real world." The principle theory behind these conferences

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is that much can be gained by joining advertising and marketing professionals with academic researchers in advertising. Professionals can gain insight into the new theories, measurement tools and

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empirical findings that are emerging, while academics are stimulated by the insights and experience that professionals describe and the research questions that they pose. This book consists of papers

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delivered by experts from academia and industry discussing issues regarding the role of advertising in the establishment and maintenance of brand equity -- making this volume of interest to advertising

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and marketing specialists, as well as consumer and social psychologists.

Brand Admiration

The New Strategic Brand
Management

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Persuades, Energizes and
Inspires
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Strategic Market Management, helps managers identify, implement, prioritize, and adapt market-driven business strategies in dynamic markets. The text provides decision makers with concepts, methods, and procedures by which they can

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improve the quality of their strategic decision-making. The 11th Edition provides students in strategic marketing, policy, planning, and entrepreneurship courses with the critical knowledge and skills for successful market management,

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**including strategic analysis,
innovation, working across business
units, and developing sustainable
advantages.**

**The creation and management of
customer relationships is
fundamental to the practice of**

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marketing. Marketers have long maintained a keen interest in relationships: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured and when and how they

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evolve and decline. While marketing research has a long tradition in the study of business relationships between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationships that

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form between consumers and their brands (such as products, stores, celebrities, companies or countries). The aim of this book is to advance knowledge about consumer-brand relationships by disseminating new research that pushes beyond theory,

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to applications and practical implications of brand relationships that businesses can apply to their own marketing strategies. With contributions from an impressive array of scholars from around the world, this volume will provide

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students and researchers with a useful launch pad for further research in this blossoming area. Many years ago, I developed a fascination for martial arts. I started reading books that promised to teach self defense and soon I was

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practicing he steps at home. A few months later, I joined karate classes, and when my sensei started teaching theory to the class, I thought I already knew it all. And then I had my first sparring bout. All the theory I had learned, all the practice I had

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**done at home, all the things I
thought I knew about karate
dissipated in one single moment.
That was when I tasted my own
blood. That was my first experience
of how theory sometimes leaves you
unprepared for the real world.**

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Marketing is no different. Useful guidelines for brand builders in the form of 101 lessons from a field test pro. Easy to read. Anyone working with brands can't help but find tips they can use. – David Aaker, Vice Chairman, Prophet Brand Strategy,

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**and it shows clearly over these pages.
pay attention in this teacher?s class!**

– Allein Moore, Editor, AdAsia

**In this long-awaited book from the
world’s premier brand expert and
author of the seminal work Building
Strong Brands, David Aaker shows**

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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,

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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

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**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**

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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.

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The Power of Branding
Clued In
Consumer-Brand Relationships
Brand Leadership
Review and Analysis of Aaker and
Joachimsthaler's Book**

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Building Strong Brands
Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand

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management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust

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and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and

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with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the

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job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits).

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Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard

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metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand

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becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with

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practical guidance and an analytical approach.

Create a strong brand DNA—and watch it grow These days, customers want to have a deeply felt connection to the brands behind the products they're purchasing,

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which means that if you're starting a business, a strong brand DNA has got to be part of your creative process from day one. And it needs to be more than just an abstract idea: to give your brand life—and a bigger chance of surviving against

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the competition—you need to have a standout launch strategy and a set plan for growing your brand in a noisy marketplace. In *Launching & Building a Brand For Dummies*, Amy Will—who launched her first business at just 24-years-old and

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has been the brains behind four strong and buzzworthy brands—covers everything from crafting a powerful brand identity and planning that all-important launch to being prepared to scale up as you begin to take off. She

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reveals crucial lessons from her personal experience in launching five companies, as well as detailing case studies from some of the strongest brands out there, accompanied by insights and advice from successful founders

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and branding experts. Stand out on social media Create viral campaigns Build on Customer Loyalty and Longevity Deal with the competition Whether you're thinking of starting a business or are already building up your market share,

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memorable brand identity will be the key to—and Launching & Building a Brand For Dummies one of the secrets of—your future standout success.

Discover proven strategies for building powerful, world-

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classbrands It's tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader. However, these companies

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all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh perspective,

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Yohn's What Great Brands

Do teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships.

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Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy. Reveals the seven key principles that the

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world's best brands consistently implement Presents case studies that explore the brand building successes and failures of companies of all sizes including IBM, Lululemon, Chipotle Mexican Grill, and other remarkable brands

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Provides tools and strategies that organizations can start using right away Filled with targeted guidance for CEOs, COOs, entrepreneurs, and other organization leaders, *What Great Brands Do* is an essential blueprint for launching

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any brand to meteoric heights.

Aaker on Branding

Advertising's Role in Building
Strong Brands

Consumerism, 4th Ed.

Brand Relevance

The Dragonfly Effect

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The Seven Brand-Building
Principles that Separate the Best
from the Rest

Cultural Strategy

The most important assets of
any business are intangible:
its company name, brands,

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symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These

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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

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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

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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 Colgate-Palmolive,

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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.

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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,

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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

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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;

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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

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by creating, developing, and exploiting each of the five assets in turn

Guest Book: Illustrated Nature Edition is a beautiful nature-themed guestbook to record your guests' signatures,

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information, and personal notes at your special event. A catchy business name and a smart logo may get you a few clicks, but to create a sustaining image for your organization and build continual success will

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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, and executives

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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

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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

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research in order to offer 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

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strategy into advertising•
Online branding• Social
responsibility,
sustainability, and
storytelling• 60
nontraditional marketing
techniques• And moreAn
organization cannot afford

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to get their branding wrong.

With the treasure trove of techniques, templates, and rules of thumb found in Brand Aid, it won't!

The must-read summary of David Aaker's book:

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the Best Brand Managers Build Brand Equity". This summary of the ideas from David Aaker's book "Build Strong Brands" shows that a strong brand creates customer interest and loyalty, and can be an

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organization's most valuable strategic asset. In fact, brand equity is historical - the current brand image is derived from actions previously taken. Therefore, the process of adding value to a brand so that it has

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greater equity in the future is termed a brand identity program. Through the integration of additional product attributes, organizational attributes, personality characteristics and visual imagery,

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including symbols, the brand identity program adds value to the brand in the future.

In essence this summary highlights that a strong brand is the strategic asset which holds the key to the long-term performance of any

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organization; any initiative focused on building the value of the brand is integral to the long-term viability of the organization itself. Added-value of this summary: - Save time - Understand the

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key concepts - Increase your business knowledge To learn more, read "Building Strong Brands" and discover a useful book to develop successful organizations.

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customer experience, so they lose the chance to transform customers into lifetime customers. In this book, Lou Carbone shows exactly how to engineer world-class customer experiences, one clue at a time. Carbone draws on

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into powerful perceptions of your
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crystallize into attitudes that
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**differentiation, and executing
creatively using tools that work. I
was impressed by the ideas and
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There's no denying it. Business has become global, yet few people we meet in our everyday lives have any actual international experience to share. Markets are increasingly messy and rapidly evolving. Leaders know that they

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create a differentiated and meaningful brand positioning; and 3) bring your brand strategy to life on the ground, where it counts. You'll learn how to “recon” and take advantage of weaknesses of your competition,

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work in new markets to make sure
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will take notice. The most influential strategy books--such as Competing for the Future, The Innovator's Dilemma, and Blue Ocean Strategy--argue that innovation should focus on breakthrough functionality. Holt

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and Cameron challenge this conventional wisdom. They develop a cultural approach to innovation: champion a better ideology and the world will take notice. The authors use detailed historical analyses of the take-offs

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Starbucks, Jack Daniel's, Levi's,
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a powerful new theory. They show
how brands in mature categories
come to rely upon similar
conventional brand expressions,**

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leading to what the authors call a cultural orthodoxy. Historical changes in society threaten this orthodoxy by creating demand for new culture. Cultural innovations draw upon source material--novel cultural content lurking in

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**subcultures, social movements,
and the media--to develop brands
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demand, leapfrogging entrenched
incumbents. The authors
demonstrate how they have
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**step cultural strategy model,
which they successfully applied to
start-ups (Fat Tire beer),
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**(Freelancer's Union). Holt and
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brand bureaucracy, which systematically derails innovation. Cultural innovation requires a new organizational logic. In all of their cases, the authors find that the cultural innovators have rejected the brand bureaucracy.

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what has always been treated as
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Hello, My Name Is Awesome

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Managing Brand Equity

The must-read summary of David Aaker's book: "Building Strong Brands: How the Best Brand Managers Build Brand Equity". This summary of the ideas from David Aaker's book "Build Strong Brands" shows that a strong brand creates customer interest and

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loyalty, and can be an organization's most valuable strategic asset. In fact, brand equity is historical – the current brand image is derived from actions previously taken. Therefore, the process of adding value to a brand so that it has greater equity in the future is termed a brand identity program.

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