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Building Strong Brands David Aaker

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 ...

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David A. Aaker is a professor of marketing strategy at the Haas School of Business at the University of California at Berkeley. He has written ten books and more than eighty articles on branding, advertising, and business strategy. He lectures widely and consults for companies in the United States, Europe, and Japan.

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Building Strong Brands by David A. Aaker (ebook)

Summary In his book, "Building Strong Brands," 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.

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Aaker first introduced the model in his book Building Strong Brands (1996). Publications | edit | Aaker is the author of more than 100 articles and 14 books on marketing and branding. 1992.

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