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MARKETING PROFESSOR EMERITUS DAVID AAKER IS WIDELY CONSIDERED THE FATHER OF MODERN BRANDING HIS PIONEERING WORK FOCUSED ON DEFINING BRAND EQUITY AND DETAILED WAYS TO BUILD AND MANAGE BRANDS AND PORTFOLIOS 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 AAKER DAVID A PUBLICATION DATE 1996 TOPICS BRAND NAME PRODUCTS BRAND NAME PRODUCTS INTANGIBLE PROPERTY PUBLISHER NEW YORK FREE PRESS COLLECTION PRINTDISABLED INTERNETARCHIVEBOOKS DAVID ALLEN AAKER BORN FEBRUARY 11 1938 IS AN AMERICAN ORGANIZATIONAL THEORIST CONSULTANT AND PROFESSOR EMERITUS AT THE UNIVERSITY OF CALIFORNIA BERKELEY'S HAAS SCHOOL OF BUSINESS A SPECIALIST IN MARKETING WITH A FOCUS ON BRAND STRATEGY MANAGING BRAND EQUITY DAVID A AAKER FREE PRESS SEP 9 1991 BUSINESS ECONOMICS 299 PAGES IN A FASCINATING AND INSIGHTFUL EXAMINATION OF THE PHENOMENON OF BRAND EQUITY AAKER PROPHET BERKELEYHAAS SCHOOL OF BUSINESS UNIVERSITY OF CALIFORNIA CITED BY 158 732 MARKETING BRANDING STRATEGY STORIES GROWTH 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 READ WRITING FROM DAVID AAKER ON MEDIUM VICE CHAIRMAN OF PROPHET A GLOBAL CONSULTANCY PROFESSOR EMERITUS UC BERKELEY AUTHOR OF AAKER ON BRANDING BRAND RELEVANCE MAKING COMPETITORS AAKER DAVID A JOACHIMSTHALER ERICH 1956 PUBLICATION DATE 2000 TOPICS BRAND NAME PRODUCTS PUBLISHER NEW YORK FREE PRESS AAKER'S BRAND EQUITY MODEL DEVELOPED BY DAVID AAKER IS A COMPREHENSIVE FRAMEWORK FOR ASSESSING AND MANAGING BRAND EQUITY IT PROVIDES A STRUCTURED APPROACH TO UNDERSTANDING THE VARIOUS DIMENSIONS OF BRAND VALUE AND HOW THEY CONTRIBUTE TO OVERALL BRAND STRENGTH THE MODEL EMPHASIZES THE IMPORTANCE OF BUILDING AND MAINTAINING STRONG BRAND ASSOCIATIONS PERCEPTIONS AND LOYALTY TO 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 PART I INTRODUCTION 1 BRAND LEADERSHIP THE NEW IMPERATIVE PART II BRAND IDENTITY 2 BRAND IDENTITY THE CORNERSTONE OF BRAND STRATEGY 3 CLARIFYING AND ELABORATING THE BRAND IDENTITY PART III BRAND ARCHITECTURE ACHIEVING CLARITY SYNERGY AND LEVERAGE 4 THE BRAND RELATIONSHIP SPECTRUM 5 BRAND ARCHITECTURE PART IV 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 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 DAVID A AAKER IS THE VICE CHAIRMAN OF PROPHET PROFESSOR EMERITUS OF MARKETING STRATEGY AT THE HAAS SCHOOL OF BUSINESS UNIVERSITY OF CALIFORNIA AT BERKELEY ADVISOR TO DENTSU INC AND A RECOGNIZED AUTHORITY ON BRANDS AND BRAND MANAGEMENT THE LATEST TWEETS FROM DAVIDAAKER STRATEGIC MARKET MANAGEMENT BY AAKER DAVID A PUBLICATION DATE 1995 TOPICS MARKETING MANAGEMENT PUBLISHER WILEY MANAGING BRAND EQUITY CAPITALIZING ON THE VALUE OF A BRAND NAME DAVID A AAKER THE FREE PRESS NEW YORK 1991 GARETT J LONGWELL PUBLISHED 1 MARCH 1994 BUSINESS JOURNAL OF BUSINESS RESEARCH 2 2 2 2 2 2 2 2 DAVID AAKER

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