Managing Brand Equity David Aaker Pdf

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Fashion Branding and Communication - Byoungho Jin 2017-04-26
This second volume in the Palgrave Studies in Practice: Global Fashion Management series focuses on core strategies of branding and communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time. Scholars and practitioners in fashion, retail, branding, and international business will learn how companies can establish a strong brand identity through innovative strategies and management.

We Are What We Sell: How Advertising Shapes American Life. . . And Always Has [3 volumes] - Danielle Sarver Coombs 2014-01-15
For the last 150 years, advertising has created a consumer culture in the United States, shaping every facet of American life—from what we eat and drink to the clothes we wear and the cars we drive. • Includes original essays by noted cultural and advertising historians, commentators, and journalists • Provides analysis from experts in advertising and popular culture that places American advertising in historical and cultural context • Supplies a comprehensive examination of advertising history and its consequences across modern America • Presents an extensive analysis of the role of new media and the Internet • Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes

The New Strategic Brand Management - Jean-Noël Kapferer 2012-01-03
Adopted internationally by business schools and MBA 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 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 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 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 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 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.

Building Strong Brands - David A. Aaker 2011-11-08
As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, Managing Brand Equity, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A

common pitfall of brand strategists is to focus on brand attributes. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organization, and brand-as-symbol perspectives. The twin concepts of brand identity (the brand image that brand strategists aspire to create or maintain) and brand position (that part of the brand identity that is to be actively communicated) play a key role in managing the "out-of-the-box" brand. A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands. Aaker shows how to manage the "brand system" to achieve clarity and synergy, to adapt to a changing environment, and to leverage brand assets into new markets and products. Aaker also addresses practical management issues, introducing a set of brand equity measures, termed the brand equity ten, to help those who measure and track brand equity across products and markets. He presents and analyzes brand-nurturing organizational forms that are responsive to the challenges of coordinated brands across markets, products, roles, and contexts. Potentially destructive organizational pressures to change a brand's identity and position are also discussed. As executives in a wide range of industries seek to prevent their products and services from becoming commodities, they are recommitting themselves to brands as a foundation of business strategy. This new work will be essential reading for the battle-ready.

Building Brand Equity and Consumer Trust Through Radical Transparency Practices - Veselinova, Elena 2017-07-13
The creation of business value and competitive advantage is crucial to any company in the modern corporate sector. By developing positive relationships with consumers, businesses can better maintain their customers' loyalty. Building Brand Equity and Consumer Trust Through Radical Transparency Practices is an innovative reference source for emerging scholarly perspectives on the role of branding in organizational contexts and techniques to sustain a profitable and honest relationship with consumers. Highlighting a range of pertinent topics such as risk management, product innovation, and brand awareness, this book is ideally designed for managers, researchers, professionals, students, and practitioners interested in the development of value creation in contemporary business.

Aaker on Branding - David Aaker 2014-07-15
An expert presents in a compact form the 20 essential principles of branding that will lead to the creation of strong brands.

Encyclopedia of Sports Management and Marketing - Linda E. Swayne 2011-08-08
This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

Managing Brand Equity - David A. Aaker 2009-12-01

The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn

Marketing In India, Cases And Readings - - S.Neelamegham
This book provides a comprehensive overview of the current marketing environment in India. It examines the changing dynamics of marketing management against the backdrop of globalization and liberalization, analysing how both marketers and consumers are adapting to radical changes. Insightful perspectives on key issues including market segmentation, brand strategy, product planning, advertising, pricing and distribution strategies as well as challenges of rural marketing are given. This Fourth Edition boasts of incisive coverage of all contemporary concepts and formats of marketing, including retailing, Internet marketing and telemarketing. It is further enriched by varied case studies that are drawn from the Indian experience and will go a long way to inculcate skills of analysis, logical thinking and decision making in students. Valuable not only to students and teachers of marketing management, the book is a must-have for practising managers who want to stay abreast with the latest developments in their field.

Brand Gender - Theo Lieven 2017-10-06
This book explores ways to drive and increase a brand's most important property, its equity. Focussing on gender, the author analyses the impact of assigning personalities and characteristics to products and how this can affect the management of brands on a global scale. Using detailed examples, the author argues that brands with low masculine and feminine characteristics have the lowest equity, whilst brands with both high feminine and masculine characteristics are shown to have the strongest equity. Including notions of androgyny in brands, this significant study reveals the different factors which can affect a brand being perceived as either masculine or feminine. Aiming to develop a comprehensive theory and provide practitioners with a guide to increasing the equity of their brands, this controversial and pioneering book lays the foundation for creating a global brand personality model.

Studyguide for Strategic Market Management by Aaker - Cram101 Textbook Reviews 2006-10
Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780471484264 .

Global Marketing Management - Masaaki (Mike) Kotabe 2022-10-04
An indispensable resource for students of marketing, management, and international business In the newly revised ninth edition of Global Marketing Management, a decorated team of international marketing professionals delivers an authoritative discussion of the realities of global marketing in today's economy and an insightful exploration of the future of marketing to an international audience. You'll obtain an integrated understanding of marketing best practices on a global scale, complete with relevant historical background and descriptions of current marketing environments. The latest edition builds on four major structural changes to the global marketing environment: growing anti-globalization sentiment, the growth of information technology tools, the increasing demand for personalization, and the environmental impact of business activity. In-depth case studies offer lively discussions of real-world global marketing campaigns and are accessible online. Global Marketing Management also provides: Thoroughly updated examples and case studies with contemporary information An ongoing emphasis on the increased volatility and uncertainty of today's global markets Updated discussions of the balance to be struck between pursuing economies of scale and respecting unique cultural sensitivities New explorations of major global environmental and ethical issues New chapters on emerging markets, internet marketing, and corporate social responsibility

Driving Brand Value - Tom Duncan 1997
Discusses using integrated marketing to create, maintain, and grow profitable relationships

Sticky Branding - Jeremy Miller 2015-01-10
Stand out, attract customers and grow your company into a sticky brand. Sticky Branding provides practical, tactical ideas of how mid-market companies — companies with a marketing budget, but not a vast one — are challenging the status quo and growing sticky brands.

The Brand IDEA - Nathalie Laidler-Kylander 2013-11-08
Offering a new framework for nonprofit brand management, this book presents the Brand IDEA (Integrity, Democracy, and Affinity). The framework eschews traditional, outdated brand tenets of control and competition largely adopted from the private sector, in favor of a strategic approach centered on the mission and based on a participatory process, shared values, and the development of key partnerships. The results are nonprofit brands that create organizational cohesion and generate trust in order to build capacity and drive social impact. The book explores in detail how nonprofit organizations worldwide are developing and implementing new ways of thinking about and managing their organizational brands.

The Strategy of Global Branding and Brand Equity - Alvin Lee 2015-03-02
Why does a customer choose one brand over another? What are the factors which would make an individual more inclined to choose your brand? This book offers a way to predict which brand a buyer will purchase. It looks at brand performance within a product category and tests it in different countries with very different cultures. Following the Predictive Brand Choice (PBC) model, this book seeks to predict a consumer's loyalty and choice. Results have shown that PBC can achieve a high level of predictive accuracy, in excess of 70% in mature markets. This accuracy holds even in the face of price competition from a less preferred brand. PBC uses a prospective predicting method which does not have to rely on a brand's past performance or a customer's purchase history for prediction. Choice data is gathered in the retail setting – at the point of sale. The Strategy of Global Branding and Brand Equity presents survey data and quantitative analyses that prove the method described to be practical, useful and implementable for both researchers and practitioners of commercial brand strategies.

Owning Game-Changing Subcategories - David Aaker 2020-02-04
Owning Game-Changing Subcategories is about creating organizational growth in the digital age by creating and owning game-changing subcategories fueled by digital. Owning Game-Changing Subcategories outlines the path to finding, managing, and leveraging new subcategories. In the digital age, the path has been 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 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 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 brand is better than your brand" marketing. Owning 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-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 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.

Building Strong Brands - David A. Aaker 2010
As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, MANAGING BRAND EQUITY, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organisation, and brand-as-symbol perspectives. A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands. Aaker shows how to manage the "brand system" to achieve clarity and synergy, to adapt to a changing environment, and to leverage brand assets into new markets and products. As executives in a wide range of industries seek to prevent their products and services from becoming commodities, they are recommitting themselves to brands as a foundation of business strategy. This new work will be essential reading for the battle-ready.

Strategic Brand Management - Kevin Lane Keller 2003
Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions. Focused on how-to and why, it provides specific tactical guidelines for planning, building, measuring and managing brand equity. It includes numerous examples on each topic and over 75 Branding Briefs that identify successful and unsuccessful brands.

Advertising, Promotion, and other aspects of Integrated Marketing Communications - J. Craig Andrews 2017-06-08
Readers explore all aspects of marketing communications, from time-honored methods to the newest developments in the field with the market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. Emerging topics get special attention as readers study today's popularity of apps, social media outlets, online and digital practices, and viral communications, as well as their impact on traditional marketing. Revisions to this most current IMC book on the market address must-know changes to environmental, regulatory, and ethical issues; marcom insights; place-based applications; privacy; global marketing; and, of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

'Ad'apting to Markets - Sunitha Srinivas C 2015-07-28
This book looks at what goes into localization of advertisements in Indian languages. 'Ad'apting to Markets discusses the process of localization of advertisements (ads) in different Indian languages and its socio-cultural implications. While doing so, it provides insights into the ideologies and cultural values of contemporary societies as they have a powerful influence not only on consumers' product choices but also on their motivations and lifestyles. The book brings out the manner in which the local market is approached in regional languages to woo consumers and increase sales, the various ways in which localization is achieved, and the visual as well as linguistic 'translation' that 'localized' ads involve.
Branding and Brand Equity - Kevin Lane Keller 2002

Brand Relevance - David A. Aaker 2011-01-25
Branding guru Aaker shows how 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-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 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 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, 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 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, the goal is to be the only brand around-making competitors irrelevant.

Brand Portfolio Strategy - David A. Aaker 2009-12-01
In this long-awaited book from the world's premier brand expert and author of the seminal work Building Strong Brands, David Aaker shows managers how to construct a brand portfolio strategy that will support a company's business strategy and create relevance, differentiation, energy, leverage, and clarity. Building on case studies of world-class brands such as Dell, Disney, Microsoft, Sony, Dove, Intel, CitiGroup, and PowerBar, Aaker demonstrates how powerful, cohesive brand strategies have enabled managers to revitalize brands, support business growth, and create discipline in confused, bloated portfolios of master brands, subbrands, endorser brands, co-brands, and brand extensions. Aaker offers readers step-by-step advice on what to do when confronting scenarios such as the following: • Brands are underleveraged • The business strategy is at risk because of inadequate brand platforms • The business faces a relevance threat caused by emerging subcategories • The firm's brands are tired and bland • Strategy is paralyzed by a lack of priority among the brands • Brands are cluttered and confusing to both customers and employees • The firm needs to move into the super-premium or value arenas to create margin or sales volume • Margin pressures require points of differentiation Renowned brand guru Aaker demonstrates that assuring that each brand in the portfolio has a clear role and actively reinforces and supports the other portfolio brands will profoundly affect the firm's profitability. Brand Portfolio Strategy is required reading not only for brand managers but for all managers with bottom-line responsibility to their shareholders.

Brand Portfolio Strategy - David A. Aaker 2020-03-24
In this long-awaited book from the world's premier brand expert and author of the seminal work Building Strong Brands, David Aaker shows managers how to construct a brand portfolio strategy that will support a company's business strategy and create relevance, differentiation, energy, leverage, and clarity. Building on case studies of world-class brands such as Dell, Disney, Microsoft, Sony, Dove, Intel, CitiGroup, and PowerBar, Aaker demonstrates how powerful, cohesive brand strategies have enabled managers to revitalize brands, support business growth, and create discipline in confused, bloated portfolios of master brands, subbrands, endorser brands, cobrands, and brand extensions. Renowned brand guru Aaker demonstrates that assuring that each brand in the portfolio has a clear role and actively reinforces and supports the other portfolio brands will profoundly affect the firm's profitability. Brand Portfolio Strategy is required reading not only for brand managers but for all managers with bottom-line responsibility to their shareholders.

Business and Branding 2-Book Bundle - Jeremy Miller 2016-08-26
Help your business stand out and grow its potential with this two-book collection of essential guides to creating a sticky brand and keeping the human touch in business. Includes: Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand Stand out, attract customers and grow your company into a sticky brand. Sticky Branding provides practical, tactical ideas of how mid-market companies — companies with a marketing budget, but not a vast one — are challenging the status quo and growing sticky brands. Touch: Five Factors to Growing and Leading a Human Organization For better or worse, digital business has fundamentally changed how organizations hire, market their services, and connect with stakeholders. The problem is, in an effort to use technology to connect more effectively, we have lost the humanity — that critical person-to-person connection. This book will show you how to restore that connection.

Brand Asset Management - Scott M. Davis 2002-09-27
"Most companies do a poor job of managing their brands. Scott Davis vividly illustrates well-managed and poorly managed brand programs and provides the best methodology I have seen for improving your brand asset management." -- Phil Kotler, S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University
Building Customer-based Brand Equity - Kevin Lane Keller 2001

Retail Rebranded - Angie Bell 2014-03-02
'Finally, a frog who knows how to put retail back on the map!' Retail Rebranded lets you in on the secrets big retailers don't want you to know in 5 key steps of how to reassess, reposition, rename, redesign and relaunch your brand to capture market share and compete in the contemporary global economy. It pushes you to adapt your business and starts a fire in your belly that makes you want to win against the big guys. Revolutionising the irrelevant business models of the past, this is an action-packed, engaging and easy-to-read retail bible that will put your brand back on the map! This book is filled with sage advice that will help Australian retail business get ahead an incredibly competitive marketplace. Angie Bell is right, small businesses are the lifeblood of our economy – it is not the size of a business that matters anymore, but the way the business approaches the new economic reality with creative solutions to modern day challenges. Joe Hockey – Treasurer, Commonwealth of Australia Since 2010, Angie has been the key driver for our Visual Merchandising project for 120 stores with amazing results. Our stores have had increases in category sales up to 60% in some cases due to the layout and in-store direction she has given. I have no hesitation in seeking her advice or recommending her services. Mark Sutton-General Manager, Paint Place Group of Stores, Australia Inspiring and informative! A timely aid for the sector and a must read for every retailer. Trevor Evans-CEO National Retail Association (NRA)
Tata - Morgen Witzel 2010-08-03
A series of high-profile acquisitions, including Jaguar Land Rover and Corus Steel, together with the launch of the Nano (the world's first Rs. 1 Lakh/ below US$ 2500 car), is set to change our perception of India': on the threshold of becoming a truly global brand.*s oldest and most respected corporate brand. With a major international presence, in a variety of areas including steel, tea, chemicals, communications and software, Tata now stands 65th in the world brand valuation league. But what is the Tata brand all about? What are its values? How do people perceive it, in India and around the world? In this absorbing and informed book Morgen Witzel digs into the heart of the Tata enterprise, describes its origins, how Tata's reputation and image evolved, and how the group has worked to transform that image into a powerful and valuable brand. Tata: The Evolution of a Corporate Brand goes to the core of the Tata ethos to explore the unique relationship between the Tata group and the Indian people, a relationship that goes beyond the achievements of a successful business to its social contributions for its employees and the society at large. Finally it asks how that reputation will be perceived and understood as Tata moves into global markets. Whether you're an entrepreneur, a manager, a marketer, or an interested Tata loyalist this book will help you understand the durability of the brand and inspire you with the values it holds onto in the global economy.
Globalization, Culture, and Branding - C. Torelli 2013-11-19
Drawing from novel theoretical insights in social psychology, cultural psychology, and marketing, Globalization, Culture and Branding provides guidelines for imbuing brands with culturally symbolic meanings that can create deep psychological bonds with multi-cultural consumers.
Advertising Exposure, Memory and Choice - Andrew A. Mitchell 2013-06-17
Theoretical research on advertising effects at the individual level has focused almost entirely on the effects of advertising exposure on attitudes and the mediators of attitude formation and change. This focus implicitly assumes attitudes are a good predictor of behavior, which they generally are not, and downplays the role of memory, in that, there is generally a considerable amount of time between advertising exposure and purchase decisions in most marketing situations. Recently, a number of researchers have developed conceptual models which provide an explicit link between two separate events -- advertising exposure and purchase behavior -- with memory providing the link between these events. Originally presented at the

eighth annual Advertising and Consumer Psychology Conference held in Toronto, some chapters in this volume present recent research on the role of inferences in advertising situations, the effects of exposure to multiple advertisements, message receptivity, drama advertisements and the use of EEG in measuring advertising effectiveness. Contributions focus on research examining the effects of advertising exposure on consumer information processing and decision making. This book will be of interest to consumer psychologists and professionals in advertising and marketing.
Creating Signature Stories - David Aaker 2018-01-02
Stories are orders of magnitude which are more effective than facts at achieving attention, persuading, being remembered, and inspiring involvement. Signature stories—intriguing, authentic, and involving narratives—apply the power of stories to communicate a strategic message. Marketing professionals, coping with the digital revolution and the need to have their strategic message heard internally and externally, are realizing that a digital strategy revolves around content and that content is stories. Creating Signature Stories shows organizations how to introduce storytelling into their strategic messaging, and guides organizations to find, or even create, signature stories and leverage them over time. With case studies built into every chapter, organizations will realize the power of storytelling to energize readers, gain visibility, persuade audiences, and inspire action.
Driving Customer Equity - Valarie A. Zeithaml 2001-02-21
In their efforts to become more customer-focused, companies everywhere find themselves entangled in outmoded systems, metrics, and strategies rooted in their product-centered view of the world. Now, to ease this shift to a customer focus, marketing strategy experts Roland T. Rust, Valarie A. Zeithaml, and Katherine N. Lemon have created a dynamic new model they call "Customer Equity," a strategic framework designed to maximize every firm's most important asset, the total lifetime value of its customer base. The authors' Customer Equity Framework yields powerful insights that will help any business increase the value of its customer base. Rust, Zeithaml, and Lemon introduce the three drivers of customer equity -- Value Equity, Brand Equity, and Retention Equity -- and explain in clear, nontechnical language how managers can base their strategies on one or a combination of these drivers. The authors demonstrate in this breakthrough book how managers can build and employ competitive metrics that reveal their company's Customer Equity relative to their competitors. Based on these metrics, they show how managers can determine which drivers are most important in their industry, how they can make efficient strategic trade-offs between expenditures on these drivers, and how to project a financial return from these expenditures. The final section devotes two chapters to the Customer Pyramid, an approach that segments customers based on their long-term profitability, and an especially important chapter examines the Internet as the ultimate Customer Equity tool. Here the authors show how companies such as Intuit.com, Schwab.com, and Priceline.com have used more than one or all three drivers to increase Customer Equity. In this age of one-to-one marketing, understanding how to drive Customer Equity is central to the success of any firm. In particular, Driving Customer Equity will be essential reading for any marketing manager and, for that matter, any manager concerned with growing the value of the firm's customer base.
Brand Equity & Advertising - David A. Aaker 2013-10-31
The tenth annual Advertising and 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 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 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 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 and marketing specialists, as well as consumer and social psychologists.
Naked Statistics: Stripping the Dread from the Data - Charles Wheelan 2013-01-07
Demystifies the study of statistics by stripping away the technical details to examine the underlying intuition essential for understanding statistical concepts.
Developing Business Strategies - David A. Aaker 2001-08-27

"Unquestionably the most comprehensive treatment available on the subject. I found this book unique in its capacity to benefit executives, planning staff, and students of strategy alike." —Robert L. Joss, Dean of the Graduate School of Business, Stanford University A successful business strategy enables managers to provide organizational vision, monitor and understand a dynamic business environment, generate creative strategic options in response to environmental changes, and base every business effort on sustainable competitive advantages. Developing Business Strategies provides the knowledge and understanding needed to generate and implement such a strategy. This fully revised and updated edition of David Aaker's highly influential strategic manual offers copious new information on important emerging business topics. Numerous new and revised sections cover such critical areas as the big idea, knowledge management, the customer as an active partner, creative thinking, distinguishing fads from trends, forecasting technologies, alliances, design as strategy, downstream business models, and more. Other important new features of this comprehensive guide include: A new chapter on strategic positioning Many new illustrative examples from B-to-B, high-tech, and the Internet Increased focus on global leadership and global brand management Using the Internet to develop and support business strategies For managers who need to develop and implement effective, responsive business strategies that keep the organization competitive through changing business conditions, Developing Business Strategies, Sixth Edition is the way to go.

Customer Loyalty and Brand Management - María Jesús Yagüe Guillén 2019-09-23
Loyalty is one of the main assets of a brand. In today's markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and multichannel experience—among other issues—and contribute to improving a brand's portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as relational variables such as trust, engagement and identification (among others).

Brand Leadership - David A. Aaker 2009
Management fads come and go in the blink of an eye, but branding is here to stay. Closely watched by the stock market and obsessed over by the biggest companies, brand identity is the one indisputable source of sustainable competitive advantage, the vital key to customer loyalty. David Aaker is widely recognised as the leading expert in this burgeoning field. Now he prepares managers for the next wave of the brand revolution. With coauthor Erich Joachimsthaler, Aaker takes brand management to the next level - strategic brand leadership. Required reading for every marketing manager is the authors' conceptualisation of 'brand architecture' - how multiple brands relate to each other - and their insights into the ever-changing area of Internet branding. Full of impeccable, intelligent guidance, Brand Leadership is the visionary key to business success in the future.

Designing Brand Identity - Alina Wheeler 2012-10-11
A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity