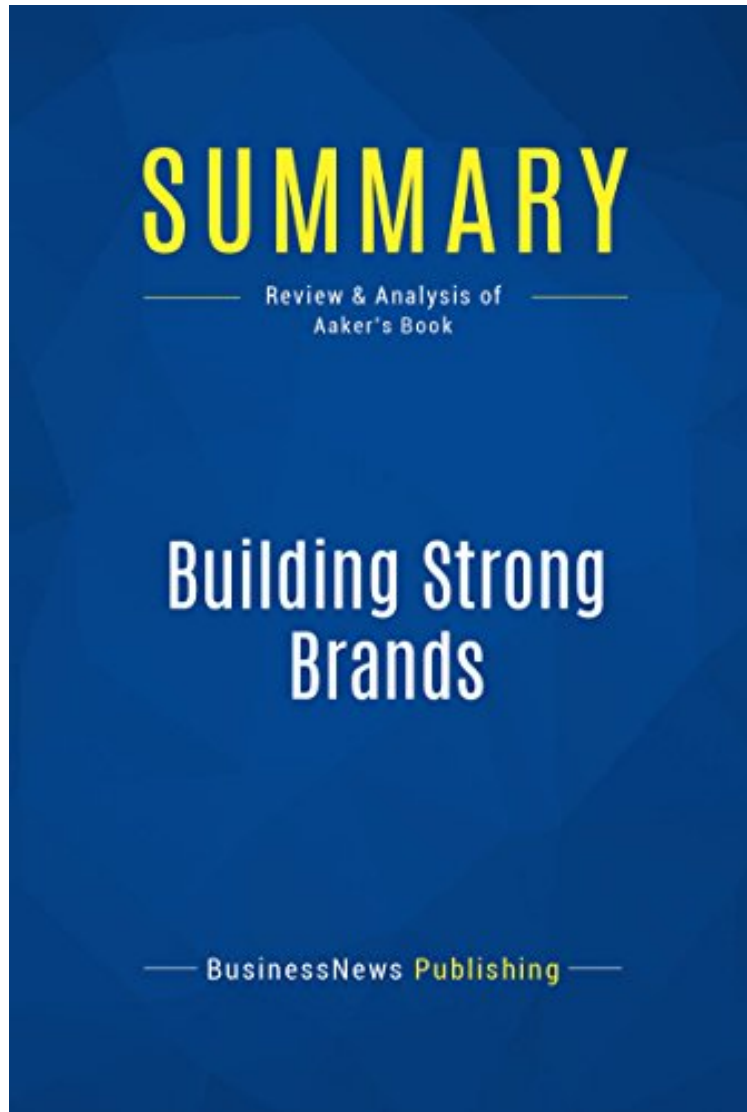


(Mobile library) Summary: Building Strong Brands: Review and Analysis of Aaker's Book

Summary: Building Strong Brands: Review and Analysis of Aaker's Book

BusinessNews Publishing
DOC | *audiobook | ebooks | Download PDF | ePub



#798491 in eBooks 2013-02-15 2013-02-15 File Name: B00DOYWQYW | File size: 44.Mb

BusinessNews Publishing : Summary: Building Strong Brands: Review and Analysis of Aaker's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Building Strong Brands: Review and Analysis of Aaker's Book:

0 of 0 people found the following review helpful. Five StarsBy CustomerGreat book!

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 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. Through the integration of additional product attributes, organizational attributes, personality characteristics and visual imagery, 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 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 key concepts
- Increase your business knowledge

To learn more, read "Building Strong Brands" and discover a useful book to develop successful organizations.