



Building Strong Brands

By David A. Aaker

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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.

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Editorial Review

From Publishers Weekly

Aaker (marketing, Univ. of California- Berkeley) has written a sequel to his *Managing Brand Equity* (Free Pr., 1991). In this latest offering he tells how to deal with the fragmentation of markets by building brand identity, creating brand personality, and managing a brand system. With extensive case studies and illustrations of companies' ads, he emphasizes positioning a brand personality to match that of the consumer being targeted. Kingsford, known for its charcoal, tried to move into a line of foods but failed, unable to shake its charcoal image. Healthy Choice created the perception that healthy foods can taste good. Saturn developed from a new company in an old industry and had to "sell the company, not the car." Aaker's well-written book is for specialists in the field of marketing. Recommended for large business collections.

Joel Jones, Kansas Cty. P.L., Mo.

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From [Booklist](#)

Although the author's credentials (he's a University of California at Berkeley business professor) might seem to exclude average readers, that is, those outside the marketing profession, there's a great deal of interesting general information packed into these pages. Far from being an ethereal dissertation on brands, brand equity, and brand identity, Aaker's book presents case examples to which anyone can relate. It is edifying to peruse the sections on past brand strategies and on the making of the Saturn automobile brand, among other topics.

Barbara Jacobs

Review

Peter Sealey, PH. D. Former Senior Vice President, Global Marketing, The Coca-Cola Company; presently Executive Consultant to the President, Sony New Technologies Inc. A must read...will take us to a new level of understanding...a treasure! -- *Review*

Users Review

From reader reviews:

William Harris:

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