

By David A Aaker

Consumerism, 4th Ed.
 Advertising Management
 Marketing Research
 Brand Thinking and Other Noble Pursuits
 The Pursuit of Wow!
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 Strategic Market Management
 Brand Equity & Advertising
 Developing Business Strategies
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 Building Strong Brands
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 Spanning Silos
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 Creating Signature Stories
 Consumerism: Search for the Consumer Interest
 Harvard Business Review on Brand Management
 HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," by Theodore Levitt)
 Building Strong Brands
 Humor, Seriously
 The Dragonfly Effect
 From Fargo to the World of Brands

By David A Aaker

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Consumerism, 4th Ed. John Wiley & Sons

An expert presents in a compact form the 20 essential principles of branding that will lead to the creation of strong brands.

Advertising Management John Wiley & Sons

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 recognized 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 on the hot new area of Internet branding. Full of impeccable, intelligent guidance, BRAND LEADERSHIP is the visionary key to business success in the future.

Marketing Research Primento

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 .

Brand Thinking and Other Noble Pursuits Crown Currency

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.

The Pursuit of Wow! Building Strong BrandsAs 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

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Marketing Research John Wiley & Sons

The Bereavement Ministry Program helps clergy or lay ministers to minister effectively to those who--for whatever reason--are working their way through the grieving process.

Strategic Market Management Grupo Planeta (GBS)

Martin Lindstrom, a modern-day Sherlock Holmes, harnesses the power of "small data" in his quest to discover the next big thing
 Hired by the world's leading brands to find out what makes their customers tick, Martin Lindstrom spends 300 nights a year in strangers' homes, carefully observing every detail in order to uncover their hidden desires, and, ultimately, the clues to a multi-million dollar product. Lindstrom connects the dots in this globetrotting narrative that will enthrall enterprising marketers, as well as anyone with a curiosity about the endless variations of human behavior. You'll learn...
 • How a noise reduction headset at 35,000 feet led to the creation of Pepsi's new trademarked signature sound.
 • How a worn down sneaker discovered in the home of an 11-year-old German boy led to LEGO's incredible turnaround.
 • How a magnet found on a fridge in Siberia resulted in a U.S. supermarket revolution.
 • How a toy stuffed bear in a girl's bedroom helped revolutionize a fashion retailer's 1,000 stores in 20 different countries.
 • How an ordinary bracelet helped Jenny Craig increase customer loyalty by 159% in less than a year.
 • How the ergonomic layout of a car dashboard led to the redesign of the Roomba vacuum.

Brand Equity & Advertising Vintage

Build a successful SOCIAL BUSINESS by empowering the SOCIAL EMPLOYEE Includes success stories from IBM, AT&T, Dell, Cisco, Southwest Airlines, Adobe, Domo, and Acxiom "Great brands have always started on the inside, but why are companies taking so long to leverage the great opportunities offered by internal social media? . . . The Social Employee lifts the lid on this potential and provides guidance for businesses everywhere." -- JEZ FRAMPTON, Global Chairman and CEO, Interbrand "Get a copy of this book for your whole team and get ready for a surge in measurable social media results!" -- MARI SMITH, author, The New Relationship Marketing, and coauthor, Facebook Marketing "Practical and insightful, The Social Employee is sure to improve your brand-building efforts." -- KEVIN LANE KELLER, E.B. Osborn Professor of Marketing, Tuck School of Business at Dartmouth College, and author, Strategic Brand Management "This book will change how you view the workplace and modern connectivity, and inform your view of how social employees are changing how we work and create value in today's networked economy." -- DAVID ARMANO, Managing Director, Edelman Digital Chicago, and contributor to Harvard Business Review "The Social

Employee makes the compelling argument that most organizations are sadly missing a key opportunity to create a social brand, as well as to build a strong company culture." -- ANN HANDLEY, Chief Content Officer, MarketingProfs.com, and coauthor, Content Rules

Developing Business Strategies John Wiley & Sons

Leading Minds and Landmark Ideas In An Easily Accessible Format From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, The Harvard Business Review Paperback Series delivers the fundamental information today's professionals need to stay competitive in a fast-moving world. With the increasing globalization of brands, effective brand management in differentiating products has become even more essential. Harvard Business Review on Brand Management provides the latest strategies for maximizing the value of your brands and products. A Harvard Business Review Paperback.

Managing Brand Equity Simon and Schuster

This new edition brings to the forefront the relevance of marketing intelligence and the power of the Internet in marketing research applications. The book focuses on the recent trends in marketing intelligence and explains how its various functions are linked to each other in a way that ensures efficient management of the customer-firm relationship. Readers will then learn how to apply the research to business strategies in order to win the customers' share of purchases. · The Nature and Scope of Marketing Research · Data Collection · Data Analysis · Special Topics in Data Analysis · Applications of Marketing Intelligence

Brand Relevance Wiley

Proven strategies for harnessing the power of social media to drive social change Many books teach the mechanics of using Facebook, Twitter, and YouTube to compete in business. But no book addresses how to harness the incredible power of social media to make a difference. The Dragonfly Effect shows you how to tap social media and consumer psychological insights to achieve a single, concrete goal. Named for the only insect that is able to move in any direction when its four wings are working in concert, this book Reveals the four "wings" of the Dragonfly Effect-and how they work together to produce colossal results Features original case studies of global organizations like the Gap, Starbucks, Kiva, Nike, eBay, Facebook; and start-ups like Groupon and COOKPAD, showing how they achieve social good and customer loyalty Leverage the power of design thinking and psychological research with practical strategies Reveals how everyday people achieve unprecedented results-whether finding an almost impossible bone marrow match for a friend, raising millions for cancer research, or electing the current president of the United States The Dragonfly Effect shows that you don't need money or power to inspire seismic change.

Marketing Research, 9Th Ed Simon and Schuster

Building Strong Brands

The Social Employee: How Great Companies Make Social Media Work Simon and Schuster Suitable for all business students studying strategy and marketing courses in the UK and in Europe, this text also looks at important issues such as the financial aspects of marketing.

Strategic Market Management Simon and Schuster

In 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 Aaker uses real brand-building cases from Saturn, GE, Kodak, and others to demonstrate how the best brand managers create brand equity.

Building Strong Brands Morgan James Publishing

The new edition of this highly acclaimed anthology continues to provide the most comprehensive, rigorously balanced survey available of modern consumerism. Written by a wide range of experts, the 42 articles -- half of them new to this edition -- cover today's most important consumer and public policy issues: advertising and the disclosure of consumer information, selling practices, anti-trust issues and competition, product safety, liability, and consumer satisfaction. As in previous editions, the articles are arranged according to the steps in the purchase process. New to this

edition are detailed discussions of such current issues as the costs and benefits of government regulation, advertising to children, consumer information systems, and demarketing (encouraging consumers to use less of such products as tobacco and energy). The final section assesses the response of business and industry to consumer pressures.

Building Strong Brands Harvard Business Review Press

Marketers now have the opportunity to invest in more data research and take advantage of social networking. The new 12th edition of "Marketing Research" shows marketers how to utilize these techniques to compliment traditional methods. The book focuses on international market research and incorporates new case studies to present the latest information in the field. Marketers will also be able to access the books Web site for a list of readings, links to other key sites, sample datasets for analysis, and practice questions after each chapter.

Advertising Management John Wiley & Sons

Introducing a new workbook *Scale-Up Your Brand: How To Set Up Your Brand for Success in 5 Steps* from Denise Lee Yohn, brand-building expert, speaker, and author of the bestselling book *What Great Brands Do*. *Scale-Up Your Brand* is a step-by-step guide to develop a strong, valuable, sustainable brand strategy that will help you scale. Packed with exercises, instructions, and helpful tips 36-pages with room for taking notes and documenting decisions Plus a bonus: Brand Assessment Tool With this workbook, you will: Lay the foundation for your brand to inspire true customer loyalty, improve your profit margin, and increase the longevity of your business Specify how you plan to compete and win Achieve clarity, focus, and alignment on your priorities among everyone who works on your business Get your workbook now...and get ready to scale!

Strategic Market Management Psychology Press

Highlighting the relevance of marketing intelligence and the power of the Internet in marketing research applications, this book focuses on recent trends in marketing intelligence and explains how various functions are linked to each other in a way that ensures efficient management of the customer-firm relationship.

McGraw Hill Professional

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.

Creative Confidence Createspace Independent Publishing Platform

We are now living in a world with over one hundred brands of bottled water. The United States alone is home to over 45,000 shopping malls. And there are more than 19 million customized beverage choices a barista can whip up at your local Starbucks. Whether it's good or bad, the real question is why we behave this way in the first place. Why do we telegraph our affiliations or our beliefs with symbols, signs, and codes? *Brand Thinking and Other Noble Pursuits* contains twenty interviews with the world's leading designers and thinkers in branding. The interviews contain spirited views on how and why humans have branded the world around us, and the ideas, inventions, and insight inherent in the search.

Best Sellers - Books :

- [Oh, The Places You'll Go!](#)
- [Things We Never Got Over \(knockemout\)](#)
- [Blowback: A Warning To Save Democracy From The Next Trump By Miles Taylor](#)
- [The Subtle Art Of Not Giving A F*ck: A Counterintuitive Approach To Living A Good Life](#)
- [Little Blue Truck's Springtime: An Easter And Springtime Book For Kids](#)
- [America's Cultural Revolution: How The Radical Left Conquered Everything](#)
- [A Letter From Your Teacher: On The First Day Of School](#)
- [Killers Of The Flower Moon: The Osage Murders And The Birth Of The Fbi](#)
- [To Kill A Mockingbird By Harper Lee](#)
- [Lord Of The Flies By William Golding](#)