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Complete summary of David Aaker's book: "Building Strong

Brands: How the Best Brand Managers Build Brand Equity"

Review of the ideas in "Build Strong Brands" shows that a strong

brand creates customer interest and loyalty, and can be an

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organization's most valuable strategic asset. In fact, brand equity is historical — the current brand image is derived from actions previous

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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 ...

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Today's increasingly intense competitive environment, coupled with constant demands to improve shareholder value, has ratcheted up the pressure on companies to increase Building Strong Brands David A. Aaker Market Leader 3rd Edition Pre-Intermediate Teacher's Resource Book/Test Master CD-ROM Pack, David Cotton, Bill Mascull, Lewis Lansford, David Falvey, Simon Kent, 2012, Foreign Language Study, 215 pages.

~~Building Strong Brands, 2012, 400 pages, David A. Aaker ...~~

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Building Strong Brands assumes a traditional top-down, message driven, big corporate approach to branding. This question is: Are brands the result of something corporations does to customers, or are brands the result of something customers do to corporations?

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