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with confidence

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associations, levels

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for managers
exactly how brand
equity does
contribute value.

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(David Aaker) WHAT
IS BRAND EQUITY?

Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that

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firm's customers.

They can be
usefully grouped
into four
categories: 1.

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Equity model In his
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model, David A.
Aaker identifies
five brand equity
components: (1)

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brand awareness,
(3) perceived
quality, (4) brand
associations and
(5) other
proprietary assets.

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Brandweek as "the

dean of the brand-

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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.

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Aaker The most
important assets of
any business are
intangible: its
company name,
brands, symbols,
and slogans, and
their underlying
associations,

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perceived quality,
name awareness,
customer base,
and proprietary
resources such as
patents,
trademarks, and
channel
relationships.

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model was developed by Professor David

Aaker of the

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California. His

model viewed the

brand equity as a

combination of

brand awareness,

brand loyalty and

brand associations,

which then

combines with

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each other to finally offer the value provided by a product or service.

Aaker Brand Equity Model - The Brand Equity Model proposed ...

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important idea. An
avalanche of

researchers,
authors and
executives who
provided substance
and momentum to
this idea reframed
marketing. In 1991,
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defines brand

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describes how it
generates value ...

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about brand equity
in the foreseeable
future. In the midst
of all this fanfare,
however, is the
quiet concern that
we may actually

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know more about brand equity than we realize. Enter

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David Aaker

David Allen Aaker

(born 1938) is an

American

organizational

theorist, consultant

and Professor

Emeritus at the

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marketing with a focus on brand strategy. He serves as Vice Chairman of Prophet.

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detailed ways to

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