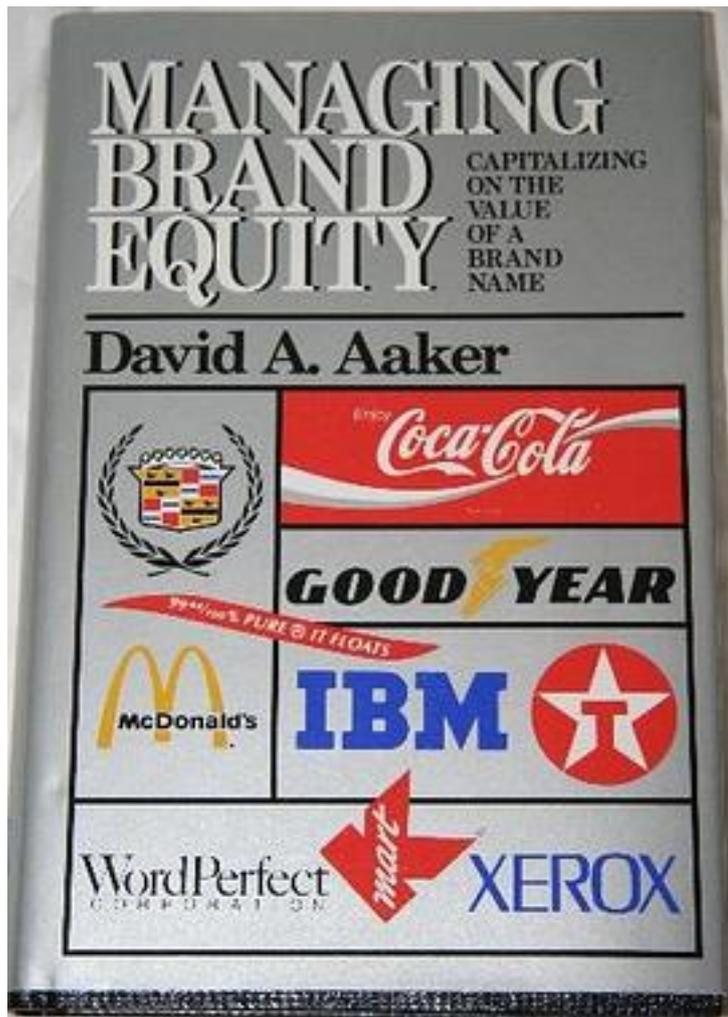


Managing Brand Equity



[Managing Brand Equity_ 下载链接1](#)

著者:David A. Aaker

出版者:Free Press

出版时间:1991-9-1

装帧:Hardcover

isbn:9780029001011

The most important assets of any business are intangible: its company name, brands,

symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-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. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn.

作者介绍:

目录:

[Managing Brand Equity 下载链接1](#)

标签

品牌资产

brand

老师推荐

管理

品牌

Marketing

Management

设计

评论

三星半，毕竟是较早的书，理论有点久

As a seminal work, it is worth reading

出差前为了做口译读的，经典入门读物，作者挺能水的。借地方感慨一下，我发现很多时候男性真是理解不了女性在生活中感受到的那种无处不在的危险和恶意啊！比如我看一个独居的女生up主说，她每天晚上加班后回家，如果发现电梯里只有一个男人，她就不会坐这一趟电梯，而是会等下一趟。我虽然不会这么谨慎，但我听了之后秒懂她的担心，可蒋先生就觉得莫名其妙，经我解释了还觉得小题大做。又比如我票圈里一个男生晒娃，说媳妇为了生娃大出血，切除了子宫还进了ICU，我说生的是女儿而且婆家素质不高的话，媳妇没办法二胎追生男孩，以后的日子就难过了，说不定还会被撵掇离婚。蒋先生依然不懂这里面的缘故，而我觉得简直是明摆着的，哎。。。

经典~

老师推荐的书，简直老的掉牙看一半看不下去

[Managing Brand Equity_ 下载链接1](#)

书评

[Managing Brand Equity_下载链接1](#)