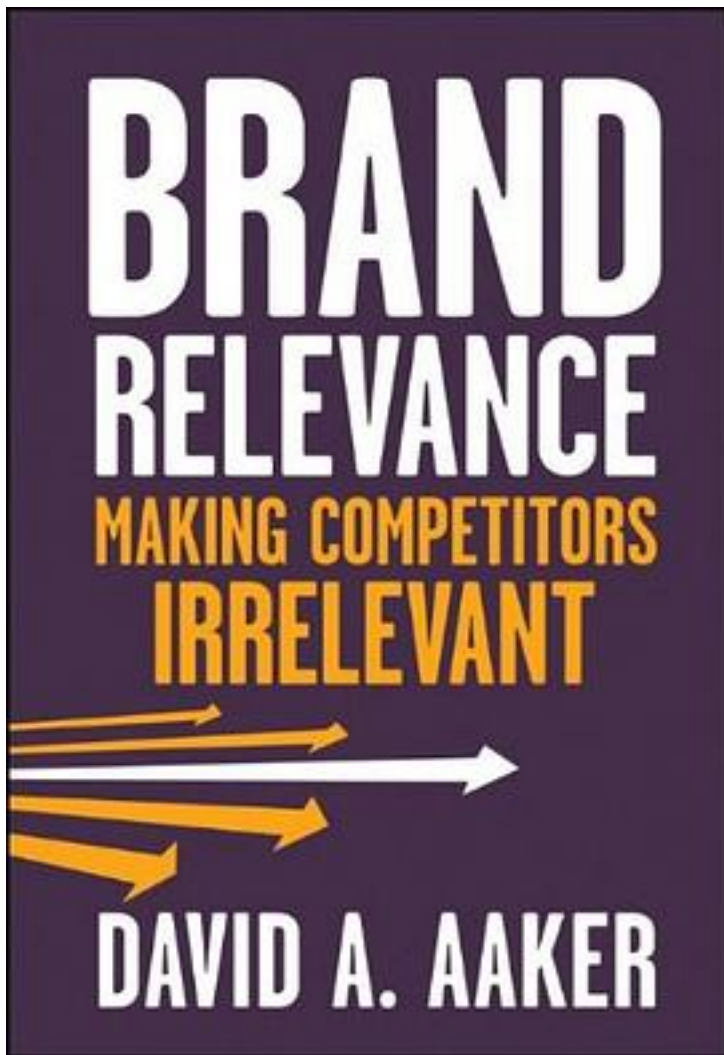


# Brand Relevance



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著者:Aaker, David A.

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Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.

作者介绍:

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标签

brand

branding

品牌

Aaker

设计

管理

Marketing拓展

评论

阿克新书《Brand relevance》（品牌关联度）明确提出建立品牌关联度是重新定义品牌的核心力量。建立持久关联度的四个方面：1) 为产品或服务开创一个新的类别或子类别；2) 提供独一无二的顾客体验；3) 提供超一流服务；4) 使自己与某种更伟大的目的保持一致。

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抱着小白接受Aaker大师科普的心态阅读了此书。品牌相关度，消费者先选定某个category，再从这个category中去选择某品牌。

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书评

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