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ABOUT MARKETING PROFESSOR EMERITUS DAVID AAKER IS WIDELY CONSIDERED THE FATHER OF MODERN BRANDING HIS PIONEERING WORK FOCUSED ON DEFINING BRAND EQUITY AND DETAILED WAYS TO BUILD AND MANAGE BRANDS AND PORTFOLIOS HE HAS PUBLISHED MORE THAN 100 ARTICLES AND 18 BOOKS ON THE THEORY AND PRACTICE OF MARKETING INCLUDING EIGHT ON BRANDING THAT BOOKS MANAGING BRAND EQUITY 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 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 AAKER BRAND MODEL WAS INTRODUCED BY DAVID AAKER A PROFESSOR FROM THE UNIVERSITY OF CALIFORNIA HIS MODEL BELIEVES THAT BRAND AWARENESS CUSTOMER LOYALTY AND PERCEIVED QUALITY ARE ASSETS THAT CAN HELP BUSINESSES INCREASE THE COMMERCIAL VALUE OF THEIR PRODUCTS AND SERVICES AAKER IS THE CREATOR OF THE AAKER MODEL A MARKETING MODEL THAT VIEWS BRAND EQUITY AS A COMBINATION OF BRAND AWARENESS BRAND LOYALTY AND BRAND ASSOCIATIONS THE MODEL OUTLINES THE NECESSITY OF DEVELOPING A BRAND IDENTITY WHICH IS A UNIQUE SET OF BRAND ASSOCIATIONS REPRESENTING WHAT THE BRAND STANDS FOR AND OFFERS TO CUSTOMERS AN ASPIRING THESE ASSETS WHICH COMPRISE BRAND EQUITY ARE A PRIMARY SOURCE OF COMPETITIVE ADVANTAGE AND FUTURE EARNINGS CONTENTS DAVID AAKER A NATIONAL AUTHORITY ON BRANDING YET RESEARCH SHOWS THAT DAVID AAKER PROPHET BERKELEYHAAS SCHOOL OF BUSINESS UNIVERSITY OF CALIFORNIA MEASURING BRAND EQUITY ACROSS PRODUCTS AND MARKETS DA AAKER CALIFORNIA 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 45k ACCESSES 13 CITATIONS EXPLORE ALL METRICS ABSTRACT BRAND EQUITY HAS BEEN DEFINED AND MEASURED BY DIFFERENT RESEARCHERS IN DIFFERENT WAYS IT S NAMED AFTER DAVID AAKER A FORMER PROFESSOR AT THE UNIVERSITY OF CALIFORNIA BERKELEY WHO INTRODUCED THE CONCEPT IN THE 1990S THIS MODEL INTERPRETS BRAND EQUITY AS A COMBINATION OF A BRAND S AWARENESS LOYALTY AND PERCEIVED QUALITY 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 A POPULAR DEFINITION OF BRAND EQUITY IS THAT OF RENOWNED MARKETING THEORIST AND PROFESSOR DAVID AAKER WHO DEFINES BRAND EQUITY IN HIS BOOK MANAGING BRAND EQUITY AS BRAND EQUITY IS A TERM USED TO DESCRIBE THE VALUE OF HAVING A RECOGNIZED BRAND BASED ON THE IDEA THAT FIRMLY ESTABLISHED AND REPUTABLE BRANDS ARE MORE SUCCESSFUL MORE SPECIFICALLY IT S A SET OF BRAND ASSETS AND LIABILITIES LINKED TO A BRAND NAME AND SYMBOL WHICH ADD TO OR SUBTRACT FROM THE VALUE PROVIDED BY A PRODUCT OR SERVICE THIS BOOK CONSISTS OF PAPERS DELIVERED BY EXPERTS FROM ACADEMIA AND INDUSTRY DISCUSSING ISSUES REGARDING THE ROLE OF ADVERTISING IN THE ESTABLISHMENT AND MAINTENANCE OF BRAND EQUITY MAKING THIS VOLUME OF INTEREST TO ADVERTISING AND MARKETING SPECIALISTS AS WELL AS CONSUMER AND SOCIAL PSYCHOLOGISTS TABLE OF CONTENTS CHAPTER 1 8 PAGES DAVID AAKER DEFINES BRAND EQUITY AS A SET OF ASSETS AND LIABILITIES LINKED TO A BRAND THAT ADD VALUE TO OR SUBTRACT VALUE FROM THE PRODUCT OR SERVICE UNDER THAT BRAND HE DEVELOPED A BRAND EQUITY MODEL ALSO CALLED FIVE ASSETS MODEL IN WHICH HE IDENTIFIES FIVE BRAND EQUITY COMPONENTS BRAND LOYALTY DAVID AAKER S BRAND EQUITY MODEL WAS INTRODUCED IN HIS 1991 BOOK MANAGING BRAND EQUITY SETTING THE STAGE FOR MARKETING LEADERS TO ADVOCATE FOR SHIFTING FROM AN EMPHASIS ON TACTICAL MEASURES LIKE SALES TO STRATEGIC MEASURES LIKE BRAND EQUITY WHICH CAN INDICATE LONG TERM PROFITABILITY UPDATED NOV 16 2023 7 MIN READ CODE2000000 WHAT MAKES CUSTOMERS WANT TO PAY MORE FOR ONE BRAND OVER ANOTHER WHAT PROMPTS PEOPLE TO BUY EVERY PRODUCT LAUNCHED BY APPLE EVEN WHEN THEY DON T NEED IT THAT S THE POWER OF BRAND EQUITY AT WORK WHAT IS BRAND EQUITY MANAGING BRAND EQUITY CAPITALIZING ON THE VALUE OF A BRAND NAME DAVID A AAKER DEC 2009 SIMON AND SCHUSTER 4 5STAR 2 REVIEWS EBOOK 331 PAGES FAMILY HOME ELIGIBLE INFO 25 99 ABSTRACT THE CONCEPT OF BRAND EQUITY FIRST APPEARED IN 1988 SINCE THEN IT HAS ATTRACTED THE EYES OF MANY RESEARCHERS AND ACADEMICIANS AND AMPLE THOUGHTS WERE CONTRIBUTED BY THEM MARKETING SCIENCE INSTITUTE HAS RECOGNIZED RESEARCH IN BRAND MANAGEMENT AS RESEARCH PRIORITIES IN 2010 AN APPLICATION OF DAVID A AAKER S BRAND IDENTITY PLANNING MODEL A CASE STUDY APPROACH OCTOBER 2009 SSRN ELECTRONIC JOURNAL DOI 10 2139 SSRN 2020883 AUTHORS BIJUNA C MOHAN NATIONAL

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