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Summary: Building Strong Brands - David Aaker: How the Best Brand Managers Build Brand Equity

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Complete summary of David Aaker's book: "Building Strong Brands: How the Best Brand Managers Build Brand Equity".

This summary of the ideas from David Aaker's book "Build Strong Brands" shows that a strong brand creates customer interest and loyalty, and can be an organization’s most valuable strategic asset. In fact, brand equity is historical – the current brand image is derived from actions previously taken. Therefore, the process of adding value to a brand so that it has greater equity in the future is termed a brand identity program. Through the integration of additional product attributes, organizational attributes, personality characteristics and visual imagery, including symbols, the brand identity program adds value to the brand in the future. In essence this summary highlight that a strong brand is the strategic asset which holds the key to the long-term performance of any organization, any initiative focused on building the value of the brand is integral to the long-term viability of the organization itself.

Added-value of this summary:
• Save time
• Understand the key concepts
• Increase your business knowledge

To learn more, read "Building Strong Brands" and discover a useful book to develop successful organizations.

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