



Brand Leadership: Building Assets In an Information Economy

By Erich Joachimsthaler, David A. Aaker

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Recognized by *Brandweek* as "the dean of the brand-equity movement," David Aaker now prepares managers for the next level of the brand revolution—brand leadership.

For the first time, Aaker and coauthor Erich Joachimsthaler describe how the emerging paradigm of strategic brand leadership is replacing the classic, tactically oriented brand management system pioneered by Procter & Gamble. This fundamental shift involves nothing less than a revolution in organizational structure, systems, and culture—as the authors demonstrate with hundreds of case studies from companies such as Polo Ralph Lauren, Virgin Airlines, Adidas, GE, Marriott, IBM, McDonald's, Maggi, and Swatch. This immensely readable book provides the brand management team with the capability to:

- Create and elaborate brand identities (what should the brand stand for)
- Use the brand relationship spectrum, a powerful tool to harness subbrands and endorsed brands to form brand architectures that create clarity, synergy and leveraged assets
- Identify the customer "sweet spot" and the driving idea that will move brand-building efforts beyond advertising to break out of the clutter
- Use the Internet and sponsorship to make brands resources work more effectively
- Address the four imperatives of global brand management

Like David Aaker's two previous bestselling books, *Brand Leadership* will be essential reading for line executives and brand managers in market-driven firms worldwide.

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Editorial Review

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Build it ... and they'll come. Nope, not necessarily, not anymore. It's a crowded, crazy market out there, and no matter how fabulous your product or service, there's bound to be someone else delivering something pretty close. The solution? Take your product or service and ... *brand* it! Though the idea has been around in management circles since the late 1980s, brand equity has never been more important than it is now. In *Brand Leadership*, David Aaker and Erich Joachimsthaler set out to guide managers to the next level of the brand revolution.

Building and managing brands, though obviously vital and necessary steps in the process, do not make up the whole picture of the successful development of a brand. What is needed is strategic brand leadership. Implementing this kind of leadership, Aaker and Joachimsthaler insist, requires a radical shift in an organization's culture, its structure, and its systems. In their densely packed but accessible book, they outline what this shift is all about, and discuss the important components of brand leadership: defining and elaborating a brand identity; designing the brand's architecture to achieve clarity, synergy, and leverage; building a brand beyond the obvious route of advertising by incorporating such aspects as sponsorship and the role of the Internet; and organizing the entire company around global brand leadership as opposed to merely the creation of a global brand. To support and demonstrate their ideas, the authors conducted hundreds of corporate case studies throughout Europe and the U.S. Inspiring and useful tales of such brand-focused and brand-recognized companies as Virgin, L.L. Bean, Nike, Adidas, and MasterCard are told in detail, and they touch on a host of other companies and brands to add texture to the lessons. As is obvious from these examples, achieving an effective brand leadership strategy requires awareness, understanding, passion, and a heck of a lot of work. But in today's enormously competitive brand environment, the rewards can be--and are--well worth the effort. *Brand Leadership* provides invaluable advice for anyone looking to focus and direct that effort toward a profitable and lasting result. --S. Ketchum

Review

Joseph V. Tripodi Chief Marketing Officer, Seagram Aaker and Joachimsthaler give all brand stewards the hope that by mastering these principles their own brands will reach new, exalted heights. This book is PRICELESS!

About the Author

David A. Aaker is the E.T. Grether Professor of Marketing Strategy at the Haas School of Business at the University of California, Berkeley. He is consultant to dozens of companies, including AT&T, Coca Cola, MasterCard, and General Motors. He is the cofounder, with Erich Joachimsthaler of the firm Aaker-Joachimsthaler Prophet Brand Strategy. His previous books include *Building Strong Brands* 002900151X and *Managing Brand Equity* 0029001013, both published by The Free Press.

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