

AAKER ON BRANDING

Praise for
AAKER ON BRANDING

“Provocative, rooted in substance, a guiding star for modern marketers!”

—**Steven Althaus**, Director of Brand Management, BMW

“David Aaker provides 20 core principles and practical steps to create, enhance and leverage powerful brand asset, which can bring sustainable growth. It is a must read for businessman who want to find a key to future success led by power of brand.”

—**Sue Shim**, Global CMO, Samsung Electronics

“David Aaker has created a must-read review of enduring principles and current challenges for 21st Century marketers.”

—**Larry Light**, Former CMO McDonalds

“David Aaker’s many books have been helpful guideposts for my career in business and marketing. Here is a great book that succinctly summarizes what he has learned in his storied career about building enduring, successful brands. Apply David’s 20 principles: your brand will be more successful, and you will be a better leader—guaranteed!”

—**Jim Stengel**, Former Global Marketing Officer, P&G

“I found the book to be compelling reading for any CMO in this ever changing time and world. It touched raw nerves of challenges we are facing as a company and increased my to do list. And it connected the dots of the evolving role of marketers in organizations.”

—**John Wallis**, CMO Hyatt Hotels Corp

“The real test of marketing genius is not to produce a successful product but to build a lasting brand. Dave Aaker has done more to help us understand brand building than anyone else.”

—**Philip Kotler**, co-author of *Marketing Management*, 14th ed.

“No enterprise can be successful today without embracing the principles articulated so clearly by Professor Aaker. This is the ultimate *“tour de force”* of his collective genius in the critical discipline of brand management.”

—**Joseph V. Tripodi**, Chief Marketing and
Commercial Officer, Coca-Cola

“David’s new book is for learners and experts alike – a knowledge center for branding principles and strategies every marketer needs to know and practice. Why go anywhere else?”

—**Elisa Steele**, CMO Consumer Apps and Service, Microsoft

Also by David Aaker

Consumerism: Search for the Consumer Interest 4th Edition
(co-edited with George Day)

Multivariate Analysis in Marketing: Theory and Applications
2nd Edition (editor)

Advertising Management 5th Edition
(with Rajeev Batra and John Myers)

Marketing Research 11th Edition
(with V Kumar, Robert Leone, and George Day)

Strategic Market Management 10th Edition

Managing Brand Equity

Brand Equity and Advertising (edited with Alex Biel)

Building Strong Brands

Brand Leadership (with Erich Joachimsthaler)

Brand Portfolio Strategy

From Fargo to the World of Brands: My Story So Far

Spanning Silos: The New CMO Imperative

Brand Relevance: Making Competitors Irrelevant

Three Threats to Brand Relevance: Strategies that Work. (e-book)

AAKER ON BRANDING

20 Principles That
Drive Success

DAVID AAKER



NEW YORK

AAKER ON BRANDING


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Paul Wang

Chris Treccani

www.3dogdesign.net

Interior Design by:

Bonnie Bushman

bonnie@caboodlegraphics.com

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**To my wife Kay and
my daughters Jennifer, Jan, and Jolyn and their families.
They all support and inspire.**

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