



Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity (Hardback)

By David A. Aaker

SIMON SCHUSTER, United States, 2004. Hardback. Condition: New. Language: English . Brand New Book. With the explosion of brands in today's marketplace, a mastery of brand management has become essential to successful business strategy. Faced with an increasingly complex landscape of multiple products, global reach, and dynamic markets, many companies don't know how to make the tough choices necessary to avoid the disorganized proliferation of brands and sub-brands that don't project a clear identity. Now, for the first time, David Aaker defines the structure and scope of the brand portfolio strategy firms must put in place to get the most from their brands. Cited as the most called-upon expert on branding in the United States by Advertising Week, Aaker shares tools and concepts for creating a well-articulated brand structure that supports strategy - replaces waste with synergy, confusion with clarity, and missed opportunities with leveraged assets. He shows how to: Keep brands relevant Energize and differentiate brands Grow by leveraging brand assets Participate in value and premium niches Filled with fresh case studies and examples from brand portfolio strategy pioneers - such as Coke, Citibank, Sony, Hewlett-Packard, Visa and Volvo - this book is a crucial addition...



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