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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 compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed.

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As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, *Managing Brand* In this compelling work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed.

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A strong brand identity can establish an emotional connection with consumers, which can be a solid foundation for building a lasting relationship with a brand.

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This concept goes hand-in-hand with brand equity. A powerful brand can make your business invaluable to investors, shareholders, and potential buyers. Strong branding increases your business ' s value. Want to build an effective, measurable brand? Download our free guide on *How to Build a Brand in 2019*.

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## ~~The Ultimate Guide to Branding in 2020 – HubSpot~~

Building a brand is definitely a process and requires a strategy. However, the ongoing effort will result in establishing long-term relationships with your customers. This can lead to a steady increase in leads and sales, word-of-mouth referrals, and advocacy for your products or services.

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## ~~Building Strong Brands: Aaker, David A.: 9780029001516 ...~~

To help marketers to build and manage their brands in a dramatically changing marketing communications environment, the customer-based brand equity model that emphasizes the importance of understanding consumer brand knowledge structures is put forth.

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Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes.

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Building strong brands means having a solid brand identity by creating a visual synergy that appeals to its target audience. Visual synergy is created when logos, taglines, colour palettes and icons come together in a way that is both easy on-the-eye and relevant to the industry within which it lives.

~~Why Digital Marketing is essential to Brand Building~~

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The recognition and elevation that a strong brand builds upon all lend to greater customer loyalty. Customers are attracted to brands that they share values with. When you build a strong brand, you need to convey these values to build an emotional connection with customers.

~~5 Major Benefits of a Strong Brand – Millennium Agency~~

Strong brands are recognizable because they 're consistent with everything they do. All colors, fonts, styles, images, and actions align with the core of their brand. Consider a style guide for...

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