

Brand Equity & Advertising: Advertising's Role in Building Strong Brands (Advertising and Consumer Psychology)

By David A. Aaker, Alexander L. Biel

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The tenth annual Advertising and Consumer Psychology Conference held in San Francisco focused on branding -- a subject generating intense interest both in academia and in the "real world." The principle theory behind these conferences is that much can be gained by joining advertising and marketing professionals with academic researchers in advertising. Professionals can gain insight into the new theories, measurement tools and empirical findings that are emerging, while academics are stimulated by the insights and experience that professionals describe and the research questions that they pose. This book consists of papers delivered by experts from academia and industry discussing issues regarding the role of advertising in the establishment and maintenance of brand equity -- making this volume of interest to advertising and marketing specialists, as well as consumer and social psychologists.

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Editorial Review

Review

...provides a probing look into brands, their personalities, equity, extensions, and how advertising helps build brands and expand their markets globally.
*—**Contemporary Psychology***

...any academic or practitioner involved in the process of creating and selling brand name products will benefit from reviewing these papers....The overall information on brands is excellent for anyone who needs to develop a paper or requires in-depth knowledge of brands....suitable for graduate libraries.
*—**CHOICE***

This work provides a good measure of the varied approaches to the topic.
*—**Journal of Marketing Research***

David Aaker's concept of brand equity is thought provoking and seminal. For any marketing practitioner, for any student of marketing, this work is a 'must read.'
—Peter S. Sealey
Senior Vice President & Director, Global Marketing, The Coca-Cola Company

Clearly, the ability to create, build and revitalize a brand is going to be one of the prized marketing skills of the 90s. Here, Messrs. Aaker and Biel deliver some of the decade's earliest and best thinking on the subject.
—Edward Vick
Chairman and Chief Executive Officer, Landor Associates

I can think of nothing more urgent in business today than to advance every marketer's commitment to the importance of brand equity, and to creative advertising as the most powerful tool for building strong brands. In a total and coordinated brand marketing program, each communications discipline plays a specific and complementary role in building a brand. The key tasks of defining the essential promise, differentiating the product and bonding with the consumer are the ones advertising does uniquely well. Congratulations to David Aaker and Alex Biel for studying and drawing attention to these important and productive concepts critical to restoring economic vitality and competitive advantage.
—Peter A. Georgescu
President, Young & Rubicam

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