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Summary. In his book, *Building Strong Brands*, 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. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-

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organization and brand-as-symbol perspectives.

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Aaker offers 10 guidelines for building stronger brands and uses his brand identity model (and specific examples!) to help you get there. I read Aaker's book for a brand strategy course Scott Galloway (NY Times board member and founder of Red Envelope) teaches to NYU MBA students and I believe it's a must-read for every marketer and entrepreneur.

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David Allen Aaker (born 1938) is an American organizational theorist, consultant and Professor Emeritus at the University of California, Berkeley's Haas School of Business, a specialist in marketing with a focus on brand strategy. He serves as Vice Chairman of Prophet.

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strategic asset and a company's primary source of competitive advantage.

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focused on the goal to build "strong" brands (Aaker, 1996; Aaker and Joachimsthaler, 2000; Keller, 1998). The attention to branding is warranted since, to some extent,

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