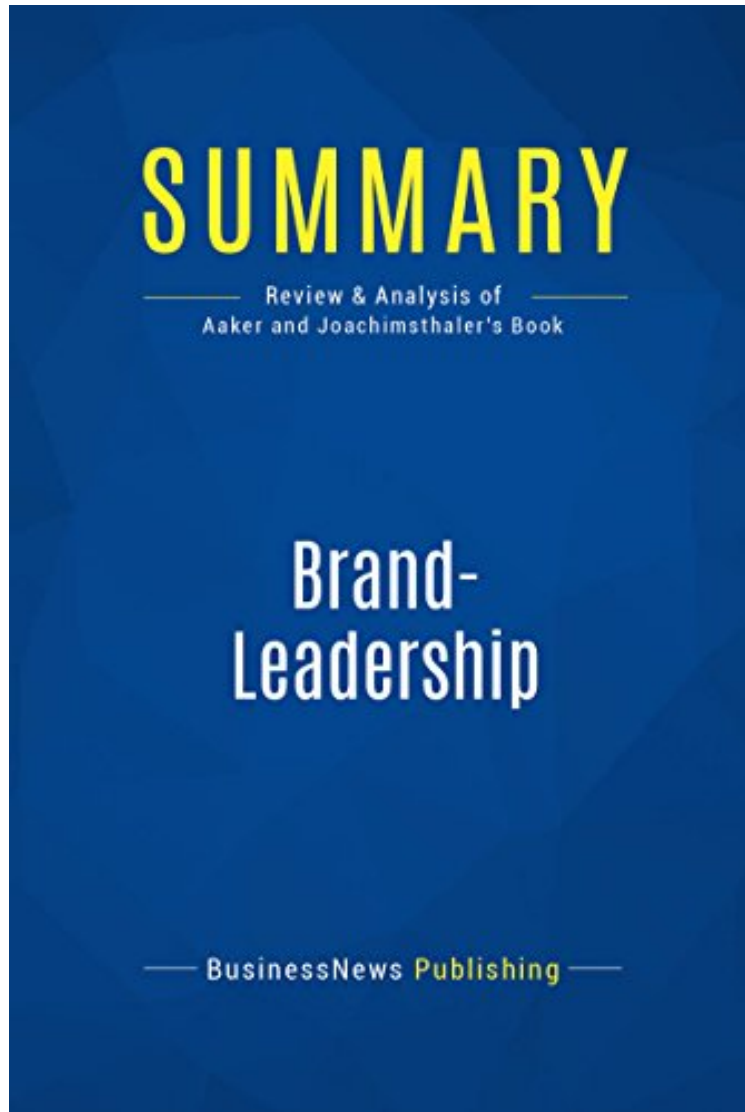


[Library ebook] Summary: Brand-Leadership: Review and Analysis of Aaker and Joachimsthaler's Book

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BusinessNews Publishing : Summary: Brand-Leadership: Review and Analysis of Aaker and Joachimsthaler's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Brand-Leadership: Review and Analysis of Aaker and Joachimsthaler's Book:

The must-read summary of David Aaker and Erich Joachimsthaler's book: "Brand-Leadership: The Evolving

Paradigm". This complete summary of the ideas from David Aaker and Erich Joachimsthaler's book "Brand-Leadership" shows that creating and progressively building strong brands is an important commercial activity for most business enterprises. However, the way that strong brands are built is rapidly changing and evolving. A new paradigm is emerging in which achieving brand leadership is becoming more important than simply building brand equity. In fact, the paradigm for brand building is evolving from the tactical and reactive approach of traditional brand management to the much more strategic and visionary brand leadership approach.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Brand-Leadership" and discover how to overcome and address the challenges brought by today's new brand paradigm.