

## Building Strong Brands David Aaker

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David A. Aaker is a professor of marketing strategy at the Haas School of Business at the University of California at Berkeley. He has written ten books and more than eighty articles on branding, advertising, and business strategy. He lectures widely and consults for companies in the United States, Europe, and Japan.

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Building Strong Brands by David A. Aaker (ebook)

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.

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