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Managing Brand Equity is available at Amazon, Barnes & Noble, or wherever books are sold. ... Executive Vice-President, DDB Needham Worldwide. About the Author. David Aaker, is the author of over one hundred articles and 18 books on marketing, business strategy and branding that have sold over one million copies. A recognized authority on ...

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David A. Aaker is the Vice-Chairman of Prophet, Professor Emeritus of Marketing Strategy at the Haas School of Business, University of California at Berkeley, Advisor to Dentsu, Inc., and a recognized authority on brands and brand management. The winner of the Paul D. Converse Award for outstanding contributions to the development of the science of marketing and the Vijay Mahajan Award for ...

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269 Aaker, D. (1991), *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press. Aaker, D. (1996), *Building Strong Brands*.

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iv Keller, K.L. (1998). Strategic Brand Management. Building, Measuring and Managing Brand Equity. Prentice Hall, Englewood Cliffs, NJ. Keller, K.L. (2002).

### **REFERENCES: Aaker, D.A. (1991 Managing Brand Equity, Free**

Kevin Lane Keller Conceptualizing, Measuring, and Managing Customer-Based Brand Equity The author presents a conceptual model of brand equity from the perspective of the individual consumer.

### **Conceptualizing, Measuring, and Managing Customer-Based**

brand equity is an asset of four dimensions that are brand awareness, brand associations, perceived quality and brand loyalty. A Framework for Measuring Customer-Based Brand Equity Brand equity is defined as the value that consumers associate with a brand (Aaker 1991). It is the

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In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value.

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