

1. Record Nr.	UNINA9910814060103321
Autore	Aaker David
Titolo	Three threats to brand relevance : strategies that work / / David Aaker
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, 2013 San Francisco : , : Jossey-Bass, , 2013
ISBN	1-118-65802-7 1-299-46511-0 1-118-65803-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (v, 43 pages)
Collana	Jossey-Bass short format series
Disciplina	658.872
Soggetti	Brand name products Branding (Marketing) Technological innovations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Three Threats to Brand Relevance: Strategies that Work; Copyright; Contents; Introduction; 1: Declining Category or Subcategory; Stick to Your Knitting; Reposition the Brand; Gain Parity; Leapfrog the Innovation; Disinvest or Exit; Select the Right Response; Implications; Notes; 2: Losing Energy Relevance; Energize the Offering; Energize Marketing; Create an Ownable, Internal Branded Energizer; Find an External Branded Energizer; Branded Energizer Guidelines; Have Energy Itself; Create an Emotional Connection; Be Authentic; Be Connected to the Master Brand; Be Regarded as a Long-Term Asset Be Managed as Part of a Brand PortfolioThe Value of Branding; Implications; Notes; 3: A Brand Negative Becomes a Reason Not to Buy; Negate the Negatives; Change the Discussion; Implications; Notes; 4: The Three Brand Relevance Threats; About the Author
Sommario/riassunto	""Threats to brand relevance are always lurking around the corner. Your brand is virtually never immune from the risk of fading instead of being energized or being damaged instead of strengthened.""-David Aaker From branding guru David Aaker comes Three Threats to Brand Relevance, a provocative new offering in the Jossey-Bass Short Format series. In Three Threats Aaker reveals that the key to an organization's

sustained growth is to learn what it takes to bring ""big"" innovation to market and create barriers to competitors. Aaker also shows how well-established companies can avoid becoming
