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These assets, which
comprise brand
equity, are a primary
source of competitive
advantage and future
earnings, contends
David Aaker, a
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branding. Yet,
research shows that
managers cannot
identify with
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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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Lecture -2 Brands
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(Textbook: Brand
Equity Management
by David Aaker)

WHAT IS BRAND
EQUITY? Brand
equity is a set of
brand assets and

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liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers. They can be usefully grouped into four categories: 1.

Reading for Lecture
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model In his Brand
Equity model, David
A. Aaker identifies five

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brand equity
components: (1)
brand loyalty, (2)
brand awareness, (3)
perceived quality, (4)
brand associations
and (5) other
proprietary assets.

Aaker's Brand Equity
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Aaker, D.A. (1991)

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a fascinating and
insightful examination
of the phenomenon of
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which will clarify for
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how brand equity
does contribute value.

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The most important
assets of any
business are

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intangible: its
company name,
brands, symbols, and
slogans, and their
underlying
associations,
perceived quality,
name awareness,
customer base, and
proprietary resources
such as patents,
trademarks, and
channel relationships.

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model was developed
by Professor David
Aaker of the
University of
California. His model
viewed the brand
equity as a
combination of brand
awareness, brand
loyalty and brand

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Associations, which then combines with each other to finally offer the value provided by a product or service.

Aaker Brand Equity Model - The Brand Equity Model proposed ...
How Brand Equity Came Into Place. In the late 1980s, brand

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equity was just emerging as an important idea. An avalanche of researchers, authors and executives who provided substance and momentum to this idea reframed marketing. In 1991, I published a book, *Managing Brand Equity*, which defines brand equity and

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describes how it
generates value ...

What Is Brand
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about brand equity in
the foreseeable
future. In the midst of
all this fanfare,
however, is the quiet
con-cern that we may
actually know more
about brand equity

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than we realize. Enter
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book provides a
valuable contribution
to the practice of
product/ brand
management by
synthesizing current
thinking in this area.

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David Allen Aaker

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(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

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