



## Brand Leadership

By David Aaker

Simon & Schuster Ltd. Paperback. Book Condition: new. BRAND NEW, Brand Leadership, David Aaker, Management fads come and go in the blink of an eye, but branding is here to stay. Closely watched by the stock market and obsessed over by the biggest companies, brand identity is the one indisputable source of sustainable competitive advantage, the vital key to customer loyalty. David Aaker is widely recognised as the leading expert in this burgeoning field. Now he prepares managers for the next wave of the brand revolution. With coauthor Erich Joachimsthaler, Aaker takes brand management to the next level - strategic brand leadership. Required reading for every marketing manager is the authors' conceptualisation of 'brand architecture' - how multiple brands relate to each other - and their insights into the ever-changing area of Internet branding. Full of impeccable, intelligent guidance, Brand Leadership is the visionary key to business success in the future.



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