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Storybrand One Liner Exercise | Donald Miller
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Brand Resonance Model Kevin Lane Keller

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Complete summary of David Aaker's book:
"Building Strong Brands: How the Best Brand Managers Build Brand Equity" Review of the ideas in "Build Strong Brands" shows that a strong brand creates customer interest and loyalty, and can be an organization's most valuable strategic asset. In fact, brand equity is historical - the current brand image is derived from actions previous

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As industries turn increasingly hostile, it

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is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, *Managing Brand Equity*, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been ...

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~~Building Strong Brands, 2012, 400 pages,
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Building Strong Brands assumes a traditional top-down, message driven, big corporate approach to branding. This question is: Are brands the result of something corporations does to customers, or are brands the result of something customers do to corporations?

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