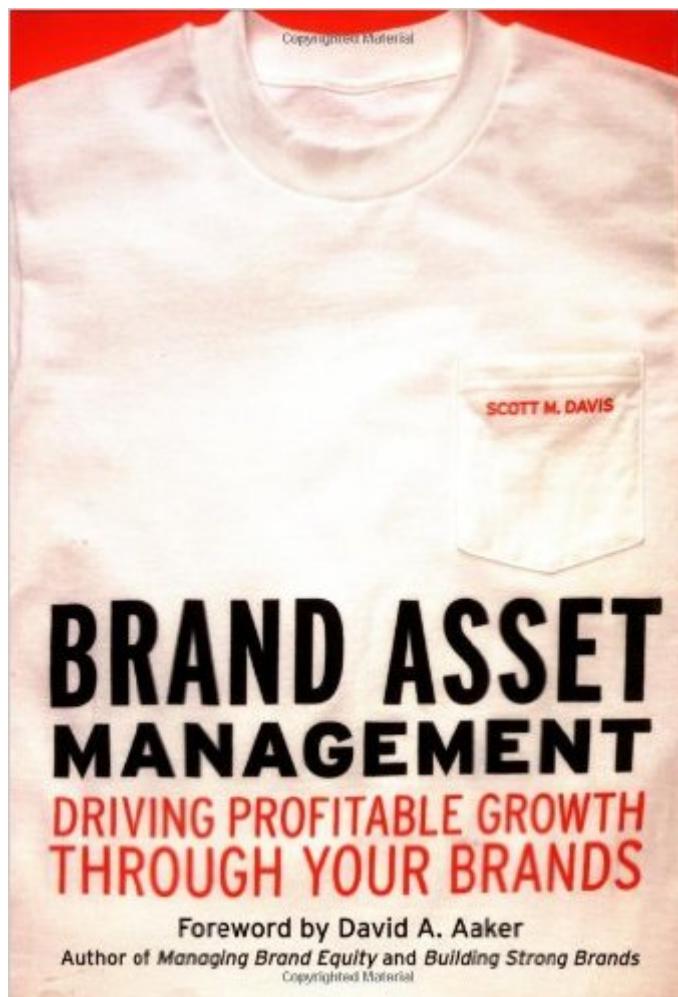


The book was found

Brand Asset Management



Synopsis

Price, quality, availability, and service--these are all aspects of your business that your competitors can imitate. But your brand is unique. In this book, an experienced brand manager shows you how to turn your brand from the logo on your letterhead into the driving force behind your company's growth, operational success, and long-term profitability. Drawing from methods developed in his highly successful consulting and training programs, Scott Davis provides a thorough grounding in brand strategy. He presents tested ways to assess the value of your brand, maximize its potential, and use it to better develop, sell, price, and market your products and services. His hands-on guide also includes extensive case studies and worksheets to help your company capitalize on the most under-leveraged--and the most powerful--asset it owns.

Book Information

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Average Customer Review: 4.1 out of 5 starsÂ See all reviewsÂ (17 customer reviews)

Best Sellers Rank: #1,481,483 in Books (See Top 100 in Books) #269 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #1565 in Books > Textbooks > Business & Finance > Marketing #2801 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

According to Davis, "In a nutshell, this book is about helping companies better understand how to manage their brands as assets. But it's not about searching for the silver bullet -- the best name or logo, the coolest service or product, or anything on the Internet. This book is about a mindset shift. Obviously, a long-term commitment is required for this mindset shift to take hold and for the approach I describe in this book to work." He goes on to say, "This book provides a roadmap to start to achieve Brand Asset Management [BAM] excellence. It provides some new approaches and leverages successful approaches already established in many companies. And it demands that the

brand be looked at holistically, encompassing every functional area within the organization." Davis organizes his excellent material as follows:Phase One: Developing a Brand VisionPhase Two: Determining Your BrandPicturePhase Three: Developing a Brand Asset Management StrategyPhase Four: Supporting a Brand Asset Management CultureDavis examines in detail eight of 11 "Steps", ranging from Elements of a Brand Vision to Establishing a Brand-Based Culture. Along the way, he includes countless examples to illustrate key points; also, practical suggestions based on a wealth of real-world experience. I agree with all of his key points which include* Loyalty drives repeat business.* Brand-based price premiums allow for higher margins.* Strong brands lend immediate credibility to new product introductions.* Strong brands allow for greater shareholder and stakeholder returns.* Strong brands embody a clear, valued, and sustainable point of differentiation relative to the competition.* Strong brands mandate clarity in internal focus and brand execution.

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