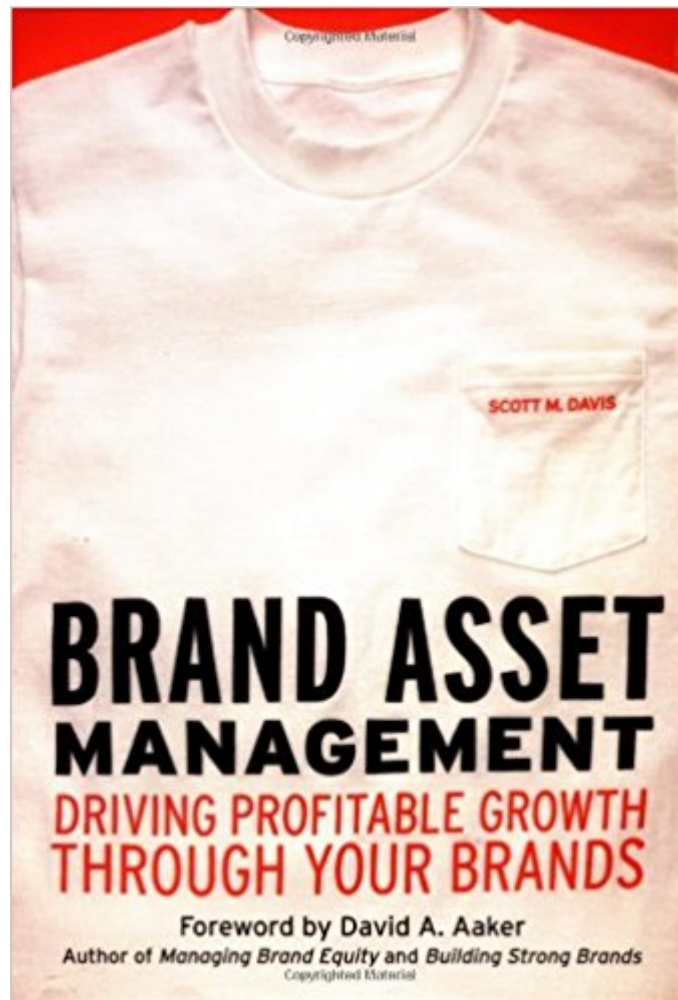


The book was found

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

Series: Jossey-Bass Business & Management

Hardcover: 300 pages

Publisher: Jossey-Bass (June 16, 2000)

Language: English

ISBN-10: 0787950777

ISBN-13: 978-0787950774

Product Dimensions: 6.3 x 1.1 x 9.8 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (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.

[Download to continue reading...](#)

How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Brand Asset Management Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Financial Risk Management In Banking: The Theory and Application of Asset and Liability Management Asset Management: A Systematic Approach to Factor Investing (Financial Management Association Survey and Synthesis) Financial Risk Management: Applications in Market, Credit, Asset and Liability Management and Firmwide Risk (Wiley Finance) Digital Asset Management: Content Architectures, Project Management, and Creating Order Out of Media Chaos: Second Edition for 2016 The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market) Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand The 1 Day Brand: Learn How To Build A Physical Product Brand In One Day Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback)) The DAM Book: Digital Asset Management for Photographers Insurance: From Underwriting to Derivatives: Asset Liability Management in

Insurance Companies

[Dmca](#)