

Brand Equity & Advertising: Advertising's Role In Building Strong Brands (Advertising And Consumer Psychology) By David A. Aaker



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Journal of marketing research, november 1994

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a long term goal of positioning the product in the consumer's mind. (P18, David A. Aaker, Brand equity & advertising: advertising's role in building strong

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DEFINITION of 'Brand Equity' The value premium that a company realizes from a product with a recognizable name as compared to its generic equivalent.

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A brand as a character, a partner and a person:

proposing that brand personality plays a greater role in consumer Aaker, David A. (1991), Managing Brand Equity, in Advertising and Building Strong Brands

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