

## Creating relevance, differentiation, energy, leverage, and clarity

In this long-awaited book from the world's premier brand expert and Prophet's Vice Chairman, David Aaker shows executives how to construct a brand portfolio strategy that supports a company's business strategy and profoundly affects the firm's profitability.

Aaker demonstrates how clear roles and responsibilities for brands within a portfolio will create relevance, differentiation, energy, leverage, and clarity. *Brand Portfolio Strategy* offers readers step-by-step advice on how to tackle challenging business and brand issues, including:

- Underleveraged brands
- Declining brand relevance
- Increasing pressure to improve margins and sales volume
- Cluttered and confusing brands
- Lack of strategic focus due to undefined brand roles and responsibilities

### Praise for *Brand Portfolio Strategy*:

"With timely insight, Aaker shows how to use portfolio tools to help firms address the strategic challenge of staying relevant and differentiated in dynamic markets."

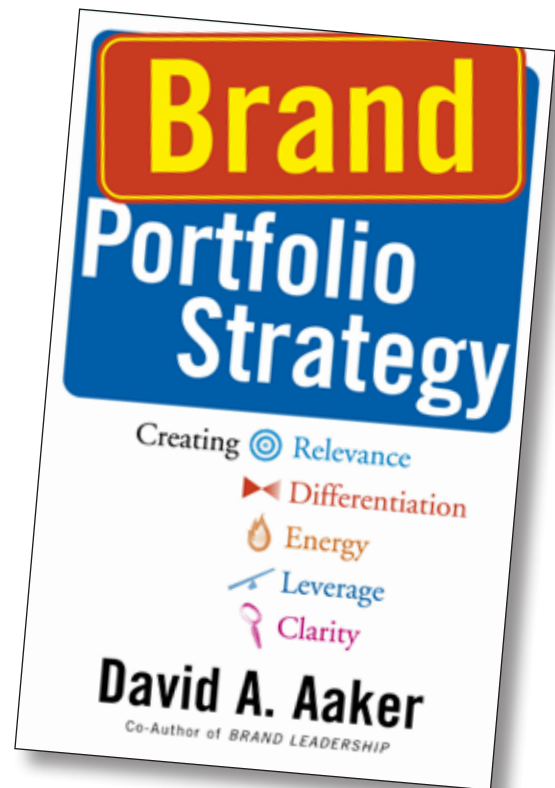
— John Elkins, EVP Global Brand Marketing & Corporate Relations, Visa International

"Aaker's epilogue of 20 takeaways should be a bible for all brand managers who want to drive business success."

— Anna Catalano, Former Group Vice President, Marketing, BP

"*Brand Portfolio Strategy* is a must read for any company saddled with brands whose roles and relationships go begging for clarification and wiser direction. David Aaker, our most original conceptual thinker on branding, has again pushed brand management into exciting new territory."

— Philip Kotler, Professor of International Marketing, Kellogg School of Management, Northwestern University



For more information on this book, David Aaker, or Prophet, please visit [www.prophet.com](http://www.prophet.com).