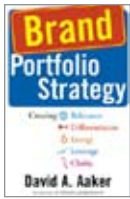


# Prophet-Authored Books



## **Brand Portfolio Strategy by David A. Aaker**

— The world's premier brand expert, David Aaker, shows how to construct a brand portfolio strategy that supports a company's business strategy and increased profitability. Aaker demonstrates how clear roles and responsibilities create relevance, differentiation, energy, leverage, and clarity. Using case studies of brands such as Dell, Disney, Microsoft, Sony, Dove, Intel, CitiGroup, and PowerBar, Aaker reveals how the right brand strategies have revitalized brands. Step-by-step advice shows how to tackle challenging business and brand issues, such as underleveraged brands, declining brand relevance, increasing pressure to improve margins and sales volume, and cluttered and confusing brands.



## **Building the Brand-Driven Business by Scott M. Davis and Michael Dunn**

— Every employee-customer and customer-brand interaction is an opportunity to either reinforce the brand promise or totally denigrate it. Scott M. Davis and Michael Dunn, two of the nation's foremost experts on brands, map out a strategy to help an entire organization manage and live—not just think about—its brand. Using case studies, best practices, and interviews from brands like AT&T, Coca-Cola, BMW, and General Electric, this book helps tackle implementation issues like “how do I get sales and customer service to recognize they are critical to the long-term success of our brand and company?” or “if senior management does not buy into 'branding,' will anyone?”.



## **Brand Asset Management by Scott M. Davis**

— Price, quality, availability, and service are all aspects of your business that competitors can imitate. But your brand is unique. Scott M. Davis shows how to turn your brand from the logo on your letterhead into the driving force for growth, operational success, and long-term profitability. Drawing from successful consulting and training programs, Davis provides a thorough grounding in brand strategy and presents proven methods to assess your brand's value, maximize its potential, and use it to better develop, sell, price, and market products and services. This hands-on guide includes extensive case studies and worksheets to help you capitalize on your most under-leveraged and most powerful asset—your brand.



## **Brand Leadership by David A. Aaker and Erich Joachimsthaler**

— David Aaker and Erich Joachimsthaler examine how brand leadership can be achieved in the face of increasing competitive and economic pressures such as over-capacity, price competition, product similarity, product proliferation, and retailer power. Aaker expands on the brand identity model and brand architecture concepts, discusses brand communications strategy, and presents frameworks for managing brands in a global context. The book is based on over 300 case studies conducted in Europe, the U.S., and around the globe to identify and evaluate the effectiveness of diverse brand strategies and implementation approaches.



## **Building Strong Brands by David A. Aaker**

— David Aaker's widely acclaimed book introduces the brand identity model and presents clear, relevant case examples to bring it to life. Aaker demonstrates how the best brand managers from Saturn, GE, Kodak, and others create and maintain brand equity. He also addresses common branding pitfalls, highlights the importance of emotional and self-expressive benefits, and introduces compelling frameworks such as brand-as-person, brand-as-organization, and brand-as-symbol. Both experienced marketers and marketing enthusiasts will find valuable information on brand equity measures and organizing for effective brand management.



## **Managing Brand Equity by David A. Aaker**

— Aaker provides a clear and well-defined structure for the relationship between a brand, its symbol and slogan, as well as each of the five underlying assets. Aaker uses real-life examples to underscore the importance of brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Using examples from many other companies, Aaker also demonstrates how to avoid the temptation to place short-term performance before the health of the brand, and instead, to manage brands strategically by creating, developing, and exploiting the five underlying assets.