



The Shift **By Scott Davis**

The latest book by Scott Davis explores the new role marketers need to play. Drawing on two decades of experience and using case studies and insights from leading marketers, Davis identifies and outlines the five shifts marketers must undertake to fundamentally *shift* the role of marketing and help drive both the growth agenda and bottom-line results.



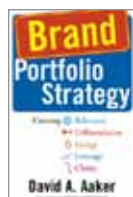
The Marketing Accountability Imperative **By Michael Dunn**

Michael Dunn's latest book helps marketing managers and CMOs make better marketing spending decisions and better evaluate the success or failure of these decisions. He shows how to sort through the clutter of metrics, measurement, and analytic options, and provides the practical information needed to help establish the marketing accountability imperative.



Spanning Silos **By David Aaker**

David Aaker's latest book discusses the prominence of silos within organizations and the disruption it causes to marketing efforts and overall company survival. He argues it's up to Chief Marketing Officers to break down silo walls to foster cooperation and synergy.



Brand Portfolio Strategy **By David Aaker**

In this highly acclaimed book from the world's premier brand expert, David Aaker shows how to construct a brand portfolio strategy that supports your business strategy and profoundly affects your profitability.



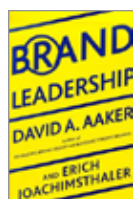
Building the Brand-Driven Business **By Michael Dunn and Scott Davis**

In this book, learn how to map out a strategy that can help an entire organization manage and live (not just think about) its brand.



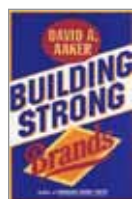
Brand Asset Management **By Scott Davis**

In this book, learn 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.



Brand Leadership **By David Aaker and Erich Joachimsthaler**

This book examines brand leadership in the face of increasing competitive and economic pressures, including over-capacity, price competition, product sameness, product proliferation, and powerful retailers.



Building Strong Brands **By David Aaker**

David Aaker's widely acclaimed book introduces the brand identity model and presents relevant case examples to bring it to life.



Managing Brand Equity **By David Aaker**

This book provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets.