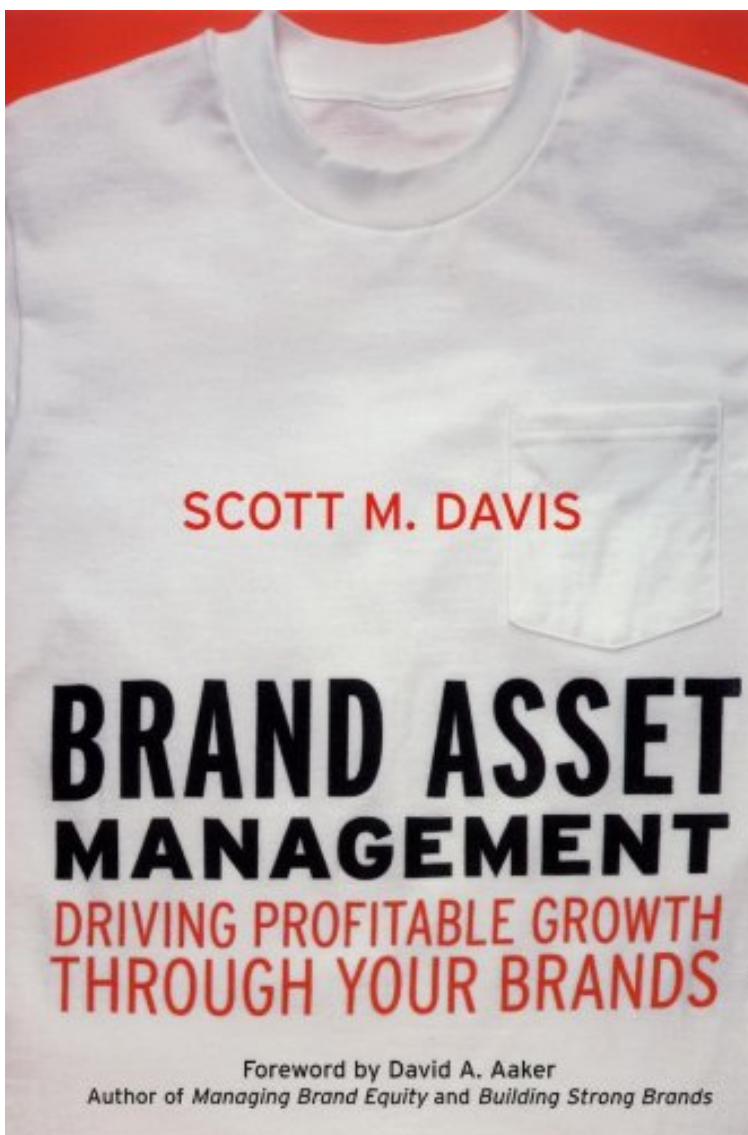


(Read now) Brand Asset Management: Driving Profitable Growth Through Your Brands (Jossey-Bass Business Management)

Brand Asset Management: Driving Profitable Growth Through Your Brands (Jossey-Bass Business Management)

Scott M. Davis

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Scott M. Davis : Brand Asset Management: Driving Profitable Growth Through Your Brands (Jossey-Bass Business Management) before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand Asset Management: Driving Profitable Growth Through Your Brands (Jossey-Bass Business Management):

4 of 7 people found the following review helpful. A new concept? You're kidding me!By Antonio Vicente La CameraI

find it surprising the way that some business authors claim that they are creating a brand new concept on how to manage something - in this case the brand, using the "Brand Asset Management" concept - when in fact they are only repackaging old and traditional concepts - in this case, marketing and brand concepts - and giving them fancy names (BrandPicture, BrandContract, etc). Don't be surprised if you feel as if you're reading your old marketing or brand management textbook in a new paperback format. It is as if Kotler had rejuvenated himself and lost some weight. There is absolutely nothing new on what the author proposes. From defining the "Brand Vision" to implementing it through communications, pricing, and channel strategy, the only positive someone can take out of this book is that it summarizes everything in 250 pages.

4 of 4 people found the following review helpful. A good read
By Customer
Utilizing an 11-step, four phase process, and the author demonstrates how to leverage a company's brands into a valuable asset. Allowing a company to charge a premium for their brands and still maintain market leadership is the goal of the author's process to helping companies capitalize on their brands.

Phase 1: Developing a Brand Vision. A good Brand Vision integrates the company's strategic and financial growth goals with the role brands should play and the direction the role of the brands in achieving these goals should be.

Phase 2: Determining Your BrandPicture. A brandpicture is defined by the authors as "a snapshot of your brand today, as seen by the customer." This allows the company not only to see itself through the customer's eyes, but also understand what the brand stands for and why customers choose this brand. It also helps companies to understand what customers expect from the brand, as well as understand additional needs or wants the customers may have.

Phase 3: Developing a Brand Asset Management Strategy. Positioning the brand for success and extending the brand are critical to fueling growth. Understanding who the competitors are and studying the benefits, strengths and weaknesses off all the competition are critical to having a successful brand asset management strategy.

Phase 4: Supporting a Brand asset management Culture. The final phase ensures that company's culture rallies around the brand as an asset and ensures that the strategies of top management are being implemented. This phase also involves calculating a return on brand investment (ROBI).

6 of 7 people found the following review helpful. A How to Manual for Developing and Maintaining a Brand
By G. Vieth
Effective brand managers have been doing this stuff all along, they've just been doing it as an art not a process. Brand Asset Management details how to build a process to develop a brand, assess its health, and support business strategy. The brand and its management have implications well beyond marketing and sales, so Davis argues that brand management is the responsibility of all in the enterprise -it's about much more than techniques used by the brand manager. The brand should inform and drive decisions in product development, pricing, human resources, and business strategy. Brand Asset Management is so prescriptive that it sometimes reads like a checklist, and some will find it best used as a manual capturing all the steps to developing and maintaining a brand.

"Most companies do a poor job of managing their brands. Scott Davis vividly illustrates well-managed and poorly managed brand programs and provides the best methodology I have seen for improving your brand asset management." -- Phil Kotler, S. C. Johnson Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

"Scott Davis has put together a gem. Brand Asset Management is a practical handbook for managers looking to maximize the strength and value of their brands."--Amy Kelm, worldwide consumer brand manager, Hewlett-Packard

"Most companies do a poor job of managing their brands. Scott Davis vividly illustrates well-managed and poorly-managed brand programs and provides the best methodology I have seen for improving your brand asset management."--Phil Kotler, S. C. Johnson Son Distinguished Professor of International Marketing, J.L. Kellogg Graduate School of Management, Northwestern University

"Scott Davis' program provides the means to strategically manage your company's brand, its essence, for optimal results. Don't let your competitors see this book."--Peter A. Michel, president and CEO, Brink's Home Security

"Davis is a modern-day brand visionary. He proves the power of managing a brand as an asset. And teaches you how."--Barry Krause, president, Publicis Hal Riney

"Scott Davis has written a comprehensive guide for businesses interested in fully unleashing the power of their brands. His insights, analysis, and advice provide a road map for brand success."--Don Fletcher, president, North America, Hallmark Cards, Inc.

"Scott provides not only a host of practical tips to create and manage brands but also provides guidance on creating an organizational culture and measurement system to support the brand-building effort. I guarantee that your brand will benefit from this book."--David Aaker, E. T. Grether Professor of Marketing and Public Policy, Haas School of Business, University of California at Berkeley

"Davis' approach to managing brands like assets should help scores of companies finally understand how to maximize the economic and strategic power their brands have?..a must-read for every executive who is serious about leveraging a company's brands to fuel future profitable growth."--Mike Albrecht, vice president and general manager, IBM North America

"There are very few marketing texts as focused as this one, and most readers will learn something useful from it." (Admap, March 2001)

"Most companies do a poor job of managing their brands. Scott Davis vividly illustrates well-managed and poorly managed brand programs and provides the best methodology I have seen for improving your brand asset management." -- Phil Kotler, S. C. Johnson Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern

University "Davis sets forth a process that everyone, from the CEO to the marketing manager, can follow to position a company's brand in the most advantageous way and use it to drive development pricing, marketing, communication, and sales." mdash; Ft. Worth Morning Star-Telegram "Scott Davis has put together a gem. Brand Asset Management is a practical handbook for managers looking to maximize the strength and value of their brands." mdash; Amy Kelm, worldwide consumer brand manager, Hewlett-Packard "Scott Davis has written a comprehensive guide for businesses interested in fully unleashing the power of their brands. His insights, analysis, and advice provide a road map for brand success." mdash; Don Fletcher, president, North America, Hallmark Cards, Inc. "Davis is a modern-day brand visionary. He proves the power of managing a brand as an asset. And teaches you how." mdash; Barry Krause, president, Publicis Hal Riney, Chicago "Scott provides not only a host of practical tips to create and manage brands but also guidance on creating an organizational culture and measurement system to support the brand-building effort. I guarantee that your brand will benefit from the this book." mdash; David Aaker, E. T. Grether Professor of Marketing and Public Policy, Haas School of Business, University of California at Berkeley From the Inside FlapIs Tide better than Surf? Starbucks better than Caribou Coffee? Maybe not. But a company's brand has the power to differentiate its products and services from those of its competitors--even when those products and services are exactly the same. And when seventy percent of customers are willing to pay a premium for their brand of choice, a strong brand is a company's most valuable asset. Coca-Cola's brand has been valued at \$47 billion. When Rolls-Royce was sold, its brand went for \$66 million. Over \$40 million was paid for the PanAm brand. Brand Asset Management shows a company's leaders how to estimate the value of their own brand, manage it as a business asset, and use that asset to drive their business strategy. In order to unleash the power of their brand, managers have to stop thinking of it as just another marketing tactic. They need to see it as a vehicle for their company's growth, the key to their customers' loyalty, and a basis for their internal operations. Expert brand manager Scott Davis lays out a proven process that everyone from the CEO to the marketing manager can follow to position their company's brand in the most advantageous way possible and use it to drive development, pricing, marketing, communication, and sales.Davis' strategies are based on twelve years of consulting experience with hundreds of organizations, from Fortune 10 companies to \$10-million startups. He walks readers through the eleven steps necessary to begin managing their brand as the valuable asset it is, providing extensive case studies that will help them jump-start the process.