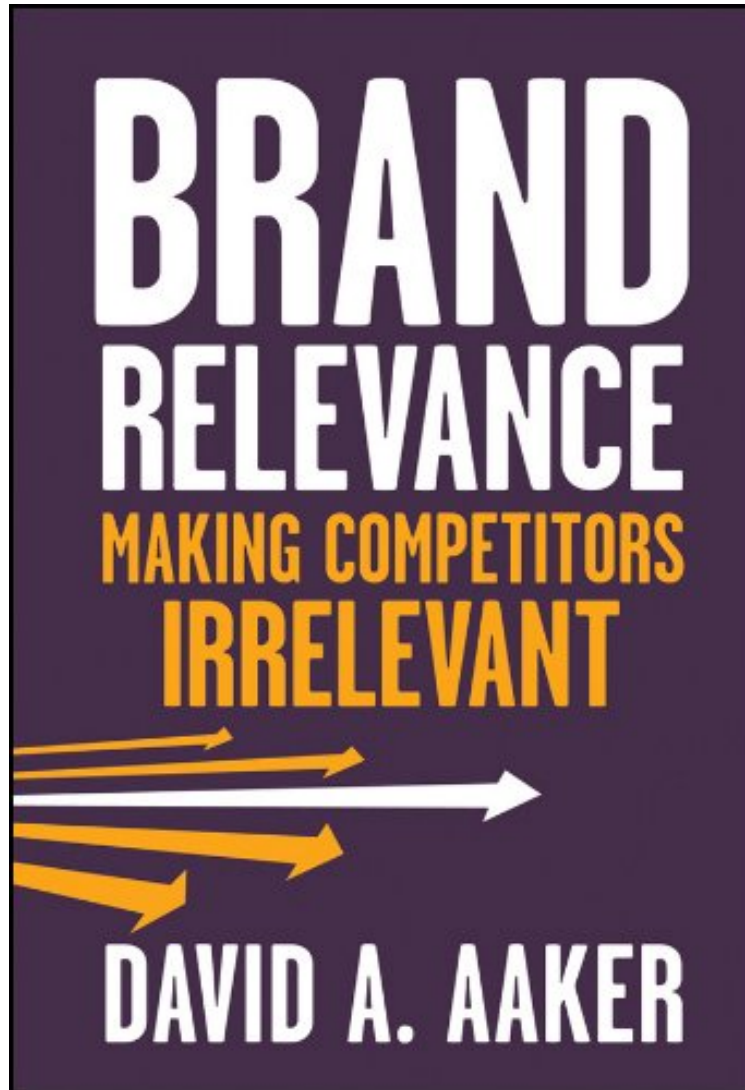


Brand Relevance: Making Competitors Irrelevant

David A. Aaker

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David A. Aaker : Brand Relevance: Making Competitors Irrelevant before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand Relevance: Making Competitors Irrelevant:

15 of 16 people found the following review helpful. Highly overratedBy Evan MillerI'd like to throw some cold water on the reviews posted so far. I feel duped by the surfeit of 5-star ratings on as well as the endless litany of Praise From Important People on the book's jacket.First, I do think there are good ideas to be found in this book. To make some real moo-lah you want to create a new category or sub-category. OK, got it. The creation of new categories is well-covered in other books, but I guess Aaker's contribution is to tout the creation of a sub-category from an existing category. Not exactly an earth-shattering revelation, but if you work at BigCo it might make the message of radical innovation more palatable.The writing style and organization of this book are quite bad. First, the writing style. It

appears that the author is capable of only one metaphor in marketing, and that is "winning the war". Everything is about "winners and losers", which seems to me at odds with the central premise of creating a new product category -- which create winners without necessarily making losers of existing players. There is an unnecessary amount of jargon in this book. Instead of simply saying, "when other firms enter the market," he refers to "a brand preference context emerging." What? I found a number of factual and typographical errors in the book. It becomes quickly apparent that the author is a "sales guy", not a "product guy". Every product introduction fits into a neat narrative, either succeeding wildly or being "too little, too late." There's really no depth of understanding about products or product psychology. I found it particularly troubling that he referred to IKEA furniture as "high quality." Even the folks at IKEA know that their stuff is not very well-made. That's part of their product positioning. And now, the book's organization. It's terrible. The book starts, rather mysteriously, with a long-winded narrative about Japanese beer market share changing over time. It's up to you to figure out why you should care. Then there's a chapter on cars and a chapter on food. This would make sense if the author had a deep understanding of the psychology of car-buying or food-shopping, but it's basically a collection of unrelated "war stories" and market-share spanning a century. The Model T. The Porsche. The Edsel. The Yugo. The Volkswagen. The mini-van. Electric cars. What do they have in common? They're all cars! It would make a lot more sense to organize the stories according to concepts (such as "creating a new category"), but I guess that would only leave two chapters. As it is, organizing the book around industry will only be of interest to people in those industries -- except not, because again, he shows only a superficial understanding of the products themselves. I'd like to go on, but I've only made it 40% through this book and I really don't want to spend any more time thinking about it. I want to give the book 2.5 stars but I am feeling charitable and will round it up to 3. If you want to buy books with actual content and original examples that cover the same turf, I recommend Blue Ocean Strategy by Kim and Mauborgne and Different by Youngme Moon. The latter exhibits the deepest product psychology of any marketing book I've read. Highly recommended, unlike this book.

1 of 1 people found the following review helpful. Four Stars
By The Naked Truth Marketer
Great Information!
0 of 0 people found the following review helpful. I don't care about typos, errors, structure or ...
By Jeffrey Summers
I don't care about typos, errors, structure or any other technical distractions (actual or imagined). What I care about are distinctive ideas that help me be more successful in what I need to do. Aaker does that here with Brand Relevance.

Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market. This groundbreaking book defines the concept of brand relevance using dozens of case studies - Prius, Whole Foods, Westin, iPad and more - and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant. Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors. Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy. David Aaker, the author of four brand books, has been called the father of branding. This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around - making competitors irrelevant.