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BRAND RELEVANCE: MAKING COMPETITORS IRRELEVANT



Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. Branding guru David Aaker explains how to eliminate the competition and become the lead brand in your market. This ground-breaking 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...

Read PDF Brand Relevance: Making Competitors Irrelevant

- Authored by David Aaker
- Released at 2016



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