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This complete summary of the ideas from David Aaker and Erich Joachimsthaler's book "Brand-Leadership" shows that creating and progressively building strong brands is an important commercial activity for most business enterprises. However, the way that strong brands are built is rapidly changing and evolving. A new paradigm is emerging in which achieving brand leadership is becoming more important than simply building brand equity. In fact, the paradigm for brand building is evolving from the tactical and reactive approach of traditional brand management to the much more strategic and visionary brand leadership approach.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Brand-Leadership" and discover how to overcome and address the challenges brought by today's new brand paradigm.



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