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## Brand Relevance: Making Competitors Irrelevant

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By David Aaker

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 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. You can create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, this book shows how to create or dominate new categories or subcategories, making competitors irrelevant. Aakers explains how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors. The book describes the threat of becoming irrelevant by failing to make what customers are buying or...



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