



Brand Relevance: Making Competitors Irrelevant

David A. Aaker

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Branding guru Aaker shows 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; 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.

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