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Aaker Brand Equity model was developed by Professor David Aaker of the University of California. His model viewed the brand equity as a combination of brand awareness, brand loyalty and brand associations, which then combines with each other to finally offer the value provided by a product or service. For Aaker, brand management begins with building up a brand

identity, which is one of a kind ...

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Conceptualizing, Measuring, and Managing Customer-Based ...

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Brand equity - Wikipedia

Corresponding Author: The author gratefully acknowledges the help of Richard Bagozzi, Lauren Block, Susan Broniarczyk, Lee Cooper, Gavan Fitzsimons, Jim Lattin, Durairaj Maheswaran, Don Morrison, Bernd Schmitt, the editor, and the reviewers; as well as Andre Richards, David Spengler, and Steve Goldstein at Levi-Strauss, who provided the funding for much of this research.

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1. Brand is a Massive Asset: Brand is considered as a major intangible asset because all the physical assets such as plant, equipment, inventory, building, stocks and bonds can be duplicated or copied very easily, however, it is almost impossible to duplicate brand name.

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Brand Naming Process: How to Make a Brand Name Resonate

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