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## Relevancia de la marca

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By Aaker, David

ADDISON WESLEY, 2011. Condition: Nuevo. Este libro analiza las estrategias de branding de grandes compañías que se están quedando como referentes en su mercado, y no solo en su mercado natural sino en los que entran. Así, expone gran cantidad de casos como Apple, Zara, Yamaha, General Electric? Además durante todo el libro va obteniendo conclusiones que fijan el nuevo panorama que han de seguir las marcas si quieren ser las más relevantes en su mercado y tener una ventaja competitiva. David Aaker es el Gurú mundial en Branding. Publica un libro cada cinco años donde anuncia los cambios en el concepto de marca, y marca los pasos a seguir por todos los publicistas y responsables de marketing de las empresas. Este es su nuevo libro, que se convertirá en el libro de referencia en marcas y marketing durante los próximos años. Siendo de lectura obligatoria para cualquier estudiante o profesional del marketing. Así, David Aaker analiza la situación actual y la tendencia del Branding y presenta el concepto de Marca Relevante como la causa de que el éxito de una empresa en mercados tan dinámicos requiere de mucha creatividad e innovación para adaptarse a las nuevas circunstancias del mercado y de las categorías...

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