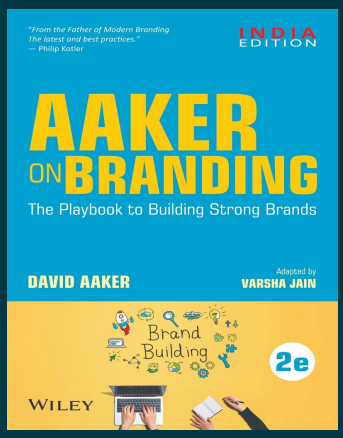
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Aaker on Branding: The Playbook to Building Strong Brands

By David Aaker, Varsha Jain

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Description

Branding is more than a logo-it is the promise, personality, and purpose that shape every customer experience. David Aaker's work has long been the global gold standard for understanding how brands drive strategy, relevance, and loyalty.

This Indian adaptation by Varsha Jain builds on this foundation, exploring how to build powerful brands in India's vibrant, values-driven market. From Amul's cooperative roots to Tata's purpose-driven pillars, this edition highlights how Indian brands build communities, leverage social programs, and create "must haves" that resonate with millions. Readers will discover actionable frameworks-the SBs, brand vision pillars, and signature stories-tailored for India's digital, diverse, and purpose-driven market.

Whether you're a student building your expertise, a marketer crafting the next big campaign, or a founder shaping your brand identity, this book will guide you in creating brands that don't just sell-they matter.

Branding is a craft. With vision and conviction, you'll build brands that last.

About the Author

David Aaker, Varsha Jain

David A. Aaker is the Vice Chairman of Prophet, a global branding and transformation firm, and Professor Emeritus of Marketing Strategy at the University of California Berkeley Haas School of Business.

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