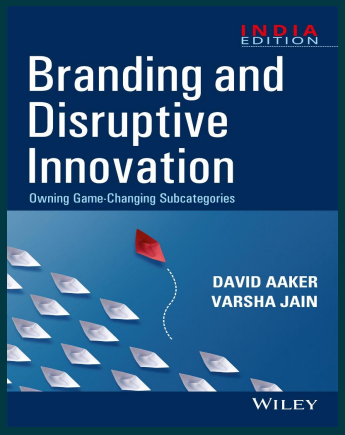
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Branding and Disruptive Innovation: Owning Game-Changing Subcategories

By David Aaker, Varsha Jain

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Description

THE ONLY WAY TO GROW (with rare exceptions) is the disruptive innovation where “must haves” defining game-changing subcategories deliver new or markedly superior customer experiences or brand relationships. Branding, which holds the key to success of this growth strategy, is often underused or neglected. There are four branding jobs – to become the exemplar brand , position new subcategory, scale the customer base, and provide barriers to competitors. Case studies show how to implement this strategy in the fast-moving digital age. The alternative, “ my brand is better than your brand” competition, almost never generates growth and is not so fun.

About the Author

David Aaker, Varsha Jain

David Aaker, the Vice-Chairman of Prophet (a global consultancy around branding, growth, and strategic transformation) and Professor Emeritus of Marketing Strategy at the Berkeley-Haas School of Business, is the winner of five career awards for contributions to the science of the theory and practice of marketing including the MIT’s Buck Weaver Award and the NYAMA Marketing Hall of Fame. He has published more than one hundred articles and eighteen books that have sold well over one million copies and been translated into eighteen languages.

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