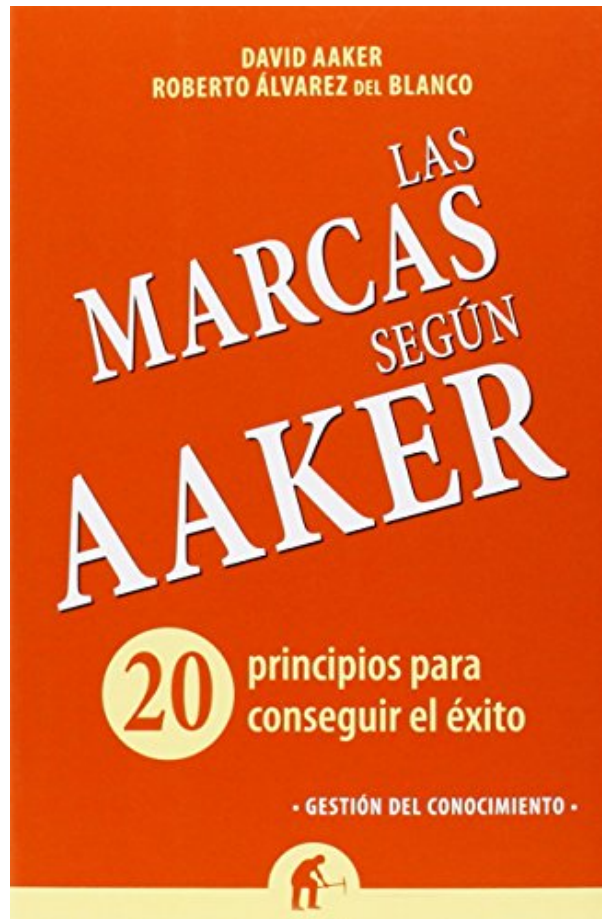


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Este libro presenta en forma sintetizada los veinte principios esenciales del branding que permitiran la creacion de marcas fuertes. Extraidos de toda una vida profesional de uno de los principales maestros del marketing tiene todo lo que un estratega de las marcas y del marketing debe saber. Se trata de una guia siempre actual que permite mantener marcas fuertes y aprovechar sinergias con otras marcas propias o ajenas. Si son seguidos, estos principios brindaran al negocio una estrategia robusta y sostenible. Existe actualmente un exceso de informacion sobre temas de marketing y de marcas. Hay muchas ideas dando vueltas, muchas de las cuales son erroneas o han quedado desactualizadas. Este libro brinda lo mejor y mas vigente de los anteriores libros de Aaker, a la vez que avanza la teoria de la gestion de marcas y por extension de la gestion empresarial en general. / This book presents the twenty principles of branding in a way that will lead to the creation of strong brands. Culled from the six David Aaker brand books and related publications, these principles provide a broad understanding of brands, brand strategy, brand portfolios, and brand building that all business, marketing, and brand strategists should know.

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