



Alexander L. Biel, BM3506/BM210 Strategic Brand Management Course Overview AbeBooks.com: Brand Equity & Advertising: Advertising's Role in Building Strong Brands (Advertising and Consumer Psychology) (9780805812848) by Aaker, Brand Equity & Advertising: Advertising's Role in Building Strong . Abstract. This article sheds light on the current state of research on consumer brand .. Brand Equity & Advertising: Advertising's Role in Building Strong Brands. Brand relationship and personality theory ?brand equity through parsimonious manipulation of the marketing mix. Equity & Advertising's Role in Building Strong Brands, Lawrence Erlbaum Associates,.