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PEKKA TUOMINEN, Ph.D. (Econ. & Bus. Adm.) Turku School of Economics and Business Administration
â€¢ e-mail: pekka.tuominen.tukkk.fi PEKKA TUOMINEN Managing Brand Equity ABSTRACT The purpose of this study is to discuss and elaborate the main issues encountered in managing brand equity.

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These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty.

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