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## Managing Brand Equity David Aaker

David A. Aaker is the Vice-Chairman of Prophet, Professor Emeritus of Marketing Strategy at the Haas School of Business, University of California at Berkeley, Advisor to Dentsu, Inc., and a recognized authority on brands and brand management.

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Aaker Brand Equity model was developed by Professor David Aaker of the University of California. His model viewed the brand equity as a combination of brand awareness, brand loyalty and brand associations, which then combines with each other to finally offer the value provided by a product or service.

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David A. Aaker is the J. Gary Shansby Professor of Marketing Strategy at the University of California at Berkeley. He is the author of over 70 articles and eight books on branding, advertising, and business strategy and is one of the most widely cited authors in the field of marketing today.

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Author David A. Aaker illustrates how such powerful brands connect with customers. Unfortunately, Aaker doesn't show you how to build up your name or how to make the most of your ad dollars. But he does provide compelling, insider case studies, going back to the launch of Procter & Gamble's Ivory soap in 1881.

## **Amazon.com: Customer reviews: Managing Brand Equity**

David Allen Aaker (born 1938) is an American organizational theorist, consultant and Professor Emeritus at the University of California, Berkeley 's Haas School of Business, a specialist in

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marketing with a focus on brand strategy. He serves as Vice Chairman of Prophet.

## **David Aaker - Wikipedia**

David A. Aaker has written more than 70 articles on branding and eight books on branding, advertising and business strategy. Aaker currently is the J. Gary Shansby Professor of Marketing Strategy at the University of California at Berkeley.

## **Managing Brand Equity Summary | David A. Aaker**

Marketing Professor Emeritus David Aaker is widely considered the father of modern branding. His pioneering work focused on defining brand equity and detailed ways to build and manage brands and portfolios.

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Attaining brand equity is the holy grail for an organization's branding team. This can be tackled in various ways, including using two models developed by brand management gurus, Kevin Lane Keller and David Aaker.

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