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In David Aaker's pathbreaking book, *Managing Brand Equity*, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed.

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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.

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Download Building Strong Brands books, As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, MANAGING BRAND EQUITY, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage.

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Berkeley Haas Marketing Professor Emeritus David Aaker, widely considered the father of modern branding, has been selected as the 2020 Recipient of The Sheth Foundation Medal for Exceptional Contribution to Marketing Scholarship and Practice. The Sheth Foundation Medal is a bi-annual award designed to recognize a marketing academic who has made enduring and transformational contributions [...]

Marketing Prof. David Aaker honored with Sheth Foundation ...

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

David Aaker - Wikipedia

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.

Aaker Brand Equity Model - The Brand Equity Model proposed ...

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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