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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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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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What Is Brand Equity? | Aaker on Brands
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
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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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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Customer-Based Brand Equity Models: Keller vs. Aaker ...
David Aaker, hailed the "Father of Modern Branding," serves as Vice-Chair at Prophet. He's a recognized authority on branding, has developed several recognizable concepts including the Aaker brand vision model and has received numerous awards for his contributions to the science of marketing.