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What Is Brand Equity? | Aaker on Brands

about brand equity in the foreseeable future. In the midst of all this fanfare, however, is the quiet concern that we may actually know more about brand equity than we realize. Enter Managing Brand Equity. David Aaker's book provides a valuable contribution to the practice of product/ brand management by synthesizing current thinking in this area.

Book Reviews - JSTOR

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.

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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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