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Books by David A. Aaker (Author of Building Strong Brands)

Building strong brands. by. Aaker, David A. Publication date. 1996. Topics. Brand name products, Brand name products, Intangible property. Publisher.

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David Aaker on How Brands Are Built At first glance, the Brand Vision Model might appear daunting. But the image below—taken from the front of Building Strong Brands—overcomplicates what is, in reality, a very straightforward model. Aaker's Brand Identity/Vision Model

David Aaker's Brand Vision Model and how it works, part ...

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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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Aaker first introduced the model in his book Building Strong Brands (1996). Publications [edit] Aaker is the author of more than 100 articles and 14 books on marketing and branding .

David Aaker - Wikipedia

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