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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.

### **David A. Aaker | Berkeley Haas**

Formal Bio: David A. Aaker is the Vice-Chairman of Prophet Brand Strategy, Professor Emeritus of Marketing Strategy at the Haas School of Business, UC Berkeley and an advisor to Dentsu Inc. The winner of three career awards for contributions to the science of marketing (the Paul D. Converse Award), marketing strategy (the Vijay Mahajan Award) and the theory and practice of marketing (the Buck Weaver Award), he has published over 100 articles and 14 books including Strategic Market Management ...

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David Allen Aaker (born 1938) is an American organizational

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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.

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David Aaker, hailed the “Father of Modern Branding,” serves as Vice Chairman at Prophet, a global growth consultancy. He’s a recognized authority on branding, has developed several recognizable...

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Financial assistance from the Marketing Science Institute and a Stanford University Graduate School of Business faculty fellowship provided through the generosity of James and Doris McNamara to the first author is gratefully acknowledged. ... Aaker, David A. (1991), Managing Brand Equity.

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