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David a. aaker (author of building strong brands)

David A. Aaker is the author of Building Strong Brands (3.90 avg rating, 265 ratings, 18 reviews, published 1995), Brand Leadership by David A. Aaker,

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David A. Aaker is the Vice-Chairman of Prophet, Managing Brand Equity, Building Strong Brands, and Brand Leadership (co-authored with Eric Joachimsthaler).

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David Allen Aaker (born 1938) Aaker first introduced the model in his book Building Strong Brands, which was published in 1996. Publications

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