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Managing Brand Equity David Aaker

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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In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value.

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Managing Brand Equity. David A. Aaker. The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding.

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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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How Brand Equity Came Into Place. In the late 1980s, brand equity was just emerging as an important idea. An avalanche of researchers, authors and executives who provided substance and momentum to this idea reframed marketing. In 1991, I published a book, Managing Brand Equity, which defines brand equity and describes how it generates value ...

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 portffolios.

David A. Aaker | Berkeley Haas

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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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.

Managing Brand Equity : Capitalizing on the Value of a ...

Attaining brand equity is the holy grail for an organization's branding team. This can be tackled in various ways, including using two models developed by brand management gurus, Kevin Lane Keller and David Aaker.

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.