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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

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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

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David A. Aaker is the Vice-Chairman of Prophet, Professor Emeritus of Marketing

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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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