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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 on brand strategy. He serves as Vice Chairman of Prophet.

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Corresponding Author: The author gratefully acknowledges the help of Richard Bagozzi, Lauren Block, Susan Broniarczyk, Lee Cooper, Gavan Fitzsimons, Jim Lattin, Durairaj Maheswaran, Don Morrison, Bernd Schmitt, the editor, and the reviewers; as well as Andre Richards, David Spengler, and Steve Goldstein at Levi-Strauss, who provided the funding for much of this research.

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Journal of Brand Strategy is the world's leading professional and research journal publishing in-depth, peer-reviewed articles and case studies on all aspects of brands. Guided by a senior Editorial Board, consisting of leading branding experts, each quarterly 100-page issue - published in print and online - provides detailed, practical articles from leading branding professionals on ...

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Managing Brand Equity [David A. Aaker] on Amazon.com. \*FREE\* shipping on qualifying offers. 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

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1. Brand is a Massive Asset: Brand is considered as a major intangible asset because all the physical assets such as plant, equipment, inventory, building, stocks and bonds can be duplicated or copied very easily, however, it is almost impossible to duplicate brand name.

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**What Is Brand Equity? | Aaker on Brands**

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