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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 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 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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