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David Aaker is professor of Marketing, Emeritus at the Haas School of Business, University of California Berkeley. He is a leading expert on brand strategy and strategic marketing. He is the author of over seven books for both the practioner and the student of marketing.

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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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