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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 his 1995 book, Building Strong Brands, David Aaker introduced his now-famous Brand Vision Model. Originally dubbed the “Brand Identity Model” it’s now commonly referred to as the “Aaker Model. i ” All three of these names—Brand Vision Model, Brand Identity Model, and Aaker Model—refer to the same framework, which is

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Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes.

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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

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marketing with a focus on brand strategy. He serves as Vice Chairman of Prophet.

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how strong brands have been created and managed. As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper.

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David A. Aaker is the E.T. Grether Professor of Marketing Strategy at the Haas School of Business at the University of California, Berkeley. He is a consultant to dozens of companies, including AT&T, Coca Cola, MasterCard,

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and General Motors. He is the cofounder, with Erich Joachimsthaler of the firm Aaker-Joachimsthaler Prophet Brand Strategy.

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