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David A. Aaker has written more than 70 articles on branding and eight books on branding, advertising and business strategy. Aaker currently is the J. Gary Shansby Professor of Marketing Strategy at the University of California at Berkeley.

## **Managing Brand Equity Summary | David A. Aaker**

David Allen Aaker (born 1938) is an American organizational theorist, consultant and Professor Emeritus at the University of California, Berkeley 's Haas

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School of Business, a specialist in marketing with a focus on brand strategy. He serves as Vice Chairman of Prophet.

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David Aaker, hailed the “Father of Modern Branding,” serves as Vice-Chair at Prophet. He’s a recognized authority on branding, has developed several recognizable concepts including the Aaker brand vision model and has received numerous awards for his contributions to the science of marketing.

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