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## **David A. Aaker | Berkeley Haas**

Formal Bio: David A. Aaker is the Vice-Chairman of Prophet Brand Strategy, Professor Emeritus of Marketing Strategy at the Haas School of Business, UC

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Berkeley and an advisor to Dentsu Inc. The winner of three career awards for contributions to the science of marketing (the Paul D. Converse Award), marketing strategy (the Vijay Mahajan Award) and the theory and practice of marketing (the Buck Weaver Award), he has published over 100 articles and 14 books including Strategic Market Management

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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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