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The winner of the Paul D. Converse Award for outstanding contributions to the development of the science of marketing and the Vijay Mahajan Award for Career Contributions to Marketing Strategy, he has published more than ninety articles and eleven books, including Strategic Market Management, Managing Brand Equity, Building Strong Brands, and Brand Leadership (coauthored

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About the Author. 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.

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