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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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Strategic market management. by. Aaker, David A. Publication date. 2001. Topics.

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David A. Aaker is Professor Emeritus at the Haas School of Business, University of California, Berkeley. He has been awarded four career awards including the 1996 Paul D. Converse Award for outstanding contributions the development of marketing. He is the creator of the Aaker Model™, has published more than 100 articles and 14 books

Strategic Market Management: Global
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Strategic market management by David A.

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Aaker, 1995, Wiley edition, in English - 4th ed.

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Management. Author Name: David A.

Aaker. Book Genre: Business, Nonfiction,

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Strategic Market Management attempts to provide a broad overview of the marketing decisions businesses must make during the business life cycle. A good focus of the book is spent on adding customer value.

Unfortunately, the book meanders and has very poor editing. It is hard to follow in places while offering really good insights in

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David A. Aaker Christine Moorman Nov 2017. Sold by Wiley Global Education. Buy as Gift. Add to Wishlist. Free sample. \$25.20 Rent. \$72.00 \$57.60 Ebook. Strategic Market Management helps managers...

Strategic Market Management: Edition 11
by David A. Aaker ...

Strategic Market Management (Paperback)
Published March 26th 2004 by John Wiley & Sons. Paperback, 356 pages. Author (s): David A. Aaker. ISBN: 0471484261 (ISBN13: 9780471484264) Edition language: English.

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Editions of Strategic Market Management

by David A. Aaker

Strategic market management by David A. Aaker, 2001, Wiley edition, in English - 6th ed.

Strategic market management (2001 edition)

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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 practitioner and the student of marketing.

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