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Building strong brands. by. Aaker, David A. Publication date. 1996. Topics. Brand name products, Brand name products, Intangible property. Publisher.

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David Aaker on How Brands Are Built At first glance, the Brand Vision Model might appear daunting. But the image below—taken from the front of Building Strong Brands — overcomplicates what is, in reality, a very straightforward model. Aaker's Brand Identity/Vision Model

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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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Aaker first introduced the model in his book Building Strong Brands (1996). Publications [ edit ] Aaker is the author of more than 100 articles and 14 books on marketing and branding .

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