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Strategic market management. by. Aaker, David A. Publication date. 2001. Topics. Marketing, Marketing, Strategisch management, Strategisches Management, Marketingmanagement. Publisher. New York : Wiley.

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David A. Aaker's 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

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Editions of Strategic Market Management by David A. Aaker  
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