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Building a strong brand identity is about knowing who you are, where you fit in and what you stand to differentiate you from competitors.

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Summary David Aaker, has published over 100 articles and 16 books that have sold well over one million Brand Portfolio Strategy, Building Strong Brands,

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Aaker first introduced the model in his book Building Strong Brands, which was published in 1996. Publications Aaker is the author of more than 100 articles and 14

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