

Strategic Market Management David A Aaker

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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 others.

Strategic Market Management by David A. Aaker

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David A. Aaker is the E.T. Grether Professor of Marketing and Public Policy at the Haas School of Business, University of California at Berkeley. He has published over 100 articles and is the author of 13 books. Professor Aaker is part of the editorial boards of Marketing Science, Journal of Marketing, and Strategic Management Journal.

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