

March, 2004

VITA

DAVID A. AAKER

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Education

B.S., MIT; M.S., Ph.D., Stanford.

Position

Vice-Chairman, Prophet Brand Strategy from January 1999. Advisor to Dentsu Inc. from September, 2001

Haas School of Business, University of California at Berkeley—Professor Emeritus from 2000; E.T. Grether Professor of Marketing from 1994; J. Gary Shansby Professor of Marketing Strategy, 1981 to 1994; Professor 1970 to 1981. Frankfurt Chamber Chair Visiting Professor, Goethe University, Frankfurt, April-May 1987; Visiting Professor, Aoyama Gakuin University, July, 1991, Tokyo

Recognition

Awards for career achievements in marketing strategy and marketing science:

- 1996 Paul D. Converse Award for outstanding contributions to the development of the science of marketing..
- 2000 Vijay Mahajan Award for career contributions to marketing strategy
- 2004 MIT Buck Weaver Award for contributions to the advancement of theory and practice in marketing science
- 2005 Innovative Contributions to Marketing, Marketing Management Association.

David Aaker Distinguished Lectures in Marketing established, 2001—Speakers: Louis Stern, Hiro Takeuchi, Jennifer Aaker, Kevin Keller

Fellow--World Economic Forum at Davos, 1999, 2000

Best article awards:

- Pacific Telesis Foundation Award for the article in Volume 36 of the CMR that made the most important contribution to improving the practice of management, for “The Saturn Story: Building a Brand,” California Management Review, Winter, 1994.
- Alpha Kappa Psi Foundation Award for the article making the most significant contribution to the practice of marketing appearing in Volume 51 (1986-87) of the Journal of Marketing.
- Alpha Kappa Psi Foundation Award for the article making the most significant contribution to the practice of marketing appearing in Volume 49 (1984-85) of the Journal of Marketing.
- Ninth highest citation rate--the first 13 years of the Journal of Consumer Research. "Warmth in Advertising: Measurement, Impact and Sequence Effects" (with Douglas Stayman and Michael R. Hagerty), Journal of Consumer Research, March 1986.

The subject of the book Marketing Masters

Named one of 30 leaders in the field of marketing thought in a University of Wisconsin survey, Fall 1975. Named one of the top 20 most cited marketing scholars 1972-1975 by a Georgia State study.

Articles

1. "A Probabilistic Approach to Industrial Media Selection," Journal of Advertising Research, September 1968, pp. 46-65. Reprinted in a book of readings.
2. "A Guide to Consumerism (with George S. Day), Journal of Marketing, July 1970, pp. 12-19. Reprinted in 13 books of readings or journals, including Howard A. Thompson (ed.), The Great Writings of Marketing, Commerce Press, 1975; reprinted as a Marketing Master article in Marketing Management, Spring, 1997. Reprinted in Stuart Henderson Britt (ed.), Marketing Handbook (Chicago: The Dartnell Corporation, 1973), pp. 241-252.
3. "Using Buyer Behavior Models to Improve Marketing Decisions," Journal of Marketing, July 1970, pp. 52-57. Reprinted in two books of readings.
4. "A New Method to Evaluate Stochastic Models of Brand Choice," Journal of Marketing Research, August 1970, pp. 300-307.
5. "Modeling Store Choice Behavior" (with J. Morgan Jones), Journal of Marketing Research, February 1971, pp. 38-42.
6. "The New Trier Stochastic Model of Brand Choice," Management Science, April 1971, pp. B435-B450.

7. "A Measure of Brand Acceptance," Journal of Marketing Research, May 1972, pp. 160-167.
8. "Evaluating Vehicle Source Effects" (with Philip K. Brown), Journal of Advertising Research, August 1972, pp. 11-16.
9. "Management Responses to Consumerism" (with George S. Day), Harvard Business Review, November-December 1972, pp. 114-124. Reprinted in three books of readings.
10. "A Normative Model of Promotional Decision Making," Management Science, February 1973, pp. 593-603.
11. "Management Science in Marketing: The State of the Art," Helmut Becker and William Becker (eds.), Proceedings of the 1972 Fall Conference, American Marketing Association. Also published in: TIMS Interface, August 1973, pp. 17-31.
12. "A Dynamic Model of Relationships among Advertising, Consumer Awareness, Attitudes and Behavior" (with George S. Day), Journal of Applied Psychology 59 (June 1974), pp. 281-286. Also published in expanded form as: "A Recursive Model of Communication Processes," in David A. Aaker (ed.), Multivariate Analysis in Marketing: Theory and Application (Belmont: Wadsworth Publishing Company, 1971), pp. 101-114; "Appraising Communication Effects with a Recursive Model," Fred Allvine (ed.), Proceedings of the 1971 Fall Conference, American Marketing Association, pp. 460-463.
13. "ADMOD: An Advertising Decision Model," Journal of Marketing Research, 12 (February 1975), pp. 37-45. An early version of this paper was published as: "An Advertising Decision Model," The Thompson Medals and Awards for Advertising Research, 1972 (London, England: The Thompson Organization Limited, February 1973), pp. 51-66.
14. "Interactive Marketing Models" (with Charles B. Weinberg), Journal of Marketing, October 1975, pp. 16-23. Reprinted in a book of readings.
15. "New Product Research: The State of the Art," Bulletin of Nikkei Advertising Research Institute, September 1977, pp. 1-7 (in Japanese).
16. "A Model for the Selection of the Interdependent R&D Projects" (with Tyzoon Tyebjee), The IEEE Transactions of Engineering Management, EM-25, May 1978, pp. 30-36.
17. "Unobservable Variables in Structural Equation Models" (with Richard P. Bagozzi), Journal of Marketing Research, May 1979, pp. 147-158.
18. "Unit Pricing: Six Years After Introduction" (with Bruce McElroy), Journal of Retailing, Fall 1979, pp. 44-57.

19. "On Using Response Latencies to Measure Preference" (with Richard P. Bagozzi, James M. Carman and James M. MacLachlan), Journal of Marketing Research, May 1980, pp. 237-244.
20. "Increasing the Effectiveness of Marketing Research" (with George S. Day), California Management Review, Winter 1980, pp. 59-66. A condensed version published in Management Digest, 1981.
21. "Viewer Perceptions of Prime-Time Television Advertising" (with Donald E. Bruzzone), Journal of Advertising Research, October 1981, pp. 15-24.
22. "Attitudes toward Public Policy Alternatives to Reduce Air Pollution" (with Richard P. Bagozzi), Public Policy Issues in Marketing, 1982, pp. 85-94. A version of this article was also published in the 1980 Proceedings of the Association for Consumer Research.
23. "Developing Corporate Consumer Information Programs," Business Horizons, January-February 1982, pp. 32-39.
24. "Modeling Advertising-Sales Relationships Involving Feedback: A Time Series Analysis of Six Cereal Brands" (with James M. Carman and Robert Jacobson), Journal of Marketing Research, February 1982, pp. 116-125.
25. "Characteristics of Television Commercials Perceived as Informative" (with Donald Norris), Journal of Advertising Research, April 1982, pp. 61-70.
26. "Positioning Your Product," Business Horizons, May-June 1982, pp. 56-62. Reprinted in a book of readings.
27. "Limitations of Life Style Research for Japanese Advertisers" (with Yasuyoshi Fuse and Fred Reynolds), Journal of Advertising, 11:1 (1982), pp. 31-36.
28. "Are You Overadvertising?" (with James M. Carman), Journal of Advertising Research, August-September 1982, pp. 57-69.
29. "Unit Pricing Ten Years Later: A Replication" (with Gary T. Ford), Journal of Marketing, Winter 1983, pp. 118-122.
30. "Organizing a Strategic Information Planning System," California Management Review, January 1983, pp. 76-83.
31. "How to Select a Business Strategy," California Management Review, Spring 1984, pp. 167-175.
32. "Perceptual Heterogeneity: Measurement and Implications" (with Peter Wilton), Proceedings of the 1984 AMA Educators' Conference, (Chicago: American Marketing Association, 1984).

33. "A Normative Model of Consumer Information Processing" (with Michael R. Hagerty), Marketing Science, Summer 1984, pp. 227-246.
34. "The Need for Strategy Flexibility" (with Briance Mascarenhas) Journal of Business Strategy, Fall 1984, pp. 74-82.
35. "Measuring the Information Content of Television Advertising," Current Issues and Research in Advertising 84 (1984), pp. 93-108.
36. "Causes of Irritation in Advertising?" (with Donald B. Bruzzone), Journal of Marketing, Spring 1985, pp. 47-57.
37. "Is Market Share All that It's Cracked Up to Be?" (with Robert Jacobson), Journal of Marketing, Fall 1985, pp. 11-22. Lead article. Winner of the Alpha Kappa Psi Foundation Award for the article in Volume 49 which makes the most significant contribution to the practice of marketing. Reprinted in Readings in Strategic Marketing, Burton Weitz and Robin Wensley (eds.), Dryden Press, 1988.
38. "Warmth in Advertising: Measurement, Impact and Sequence Effects" (with Douglas Stayman and Michael R. Hagerty), Journal of Consumer Research, March 1986, pp. 1-15. Lead article. Summary published in Advertising Age, April 28, 1986, pp. 18, named the article with the ninth highest citation rate from the first 15 years of the Journal of Consumer Research.
39. "The Perils of High Growth Markets" (with George S. Day), Strategic Management Journal 7, September-October 1986, pp. 409-421.
40. "The Role of Risk in Explaining Differences in Profitability" (with Robert Jacobson), Academy of Management Journal, Spring 1987, pp. 277-296.
41. "The Sophistication of 'Naive' Modeling" (with Robert Jacobson), International Journal of Forecasting 3 (1987), pp. 449-451.
42. "The Strategic Role of Product Quality" (with Robert Jacobson), Journal of Marketing, October 1987, pp. 31-44. Winner of the Alpha Kappa Psi Foundation Award for the article in Volume 49 of Journal of Marketing which makes the most significant contribution to the practice of marketing.
43. "Identifying Feelings Elicited by Advertising" (with Douglas Stayman and Richard Vezina), Psychology and Marketing, Spring 1988, pp. 1-16.
44. "Are All the Effects of Ad-Induced Feelings Mediated by A_{ad}?" (with Douglas Stayman), Journal of Consumer Research, December, 1988, pp. 368-373.

45. "Managing Assets and Skills: The Key to a Sustainable Competitive Advantage," California Management Review, Winter, 1989, pp. 91-106. Reprinted in Competitive Advantage and Strategic Alternatives. Ed. by Hermann Simon, Schafter-Verlag, 1988 and in Richard P. Bagozzi (ed.), Principles of Marketing Management (Chicago, SRA, 1986).
46. "Strategy over the Business Cycle" (with Brian Mascarenhas), Strategic Management Journal, May-June, 1989, pp. 199-211.
47. "The Incidence of Commercial Types Broadcast in Prime Time: 1976-1986" (with Douglas Stayman and Donald E. Bruzzone), Journal of Advertising Research, June/July 1989, pp.2-33.
48. "The Risk of Marketing: The Role of Systematic, Uncontrollable and Controllable Unsystematic, and Downside Risk" (with Robert Jacobson), in Richard A. Bettis (eds.), Strategy and Risk, JAI Press, 1989.
49. "What Mediates the Emotional Response to Advertising? The Case of Warmth" (with Douglas Stayman), Cognitive and Affective Responses to Advertising, Pat Caferata and Alice Tybout (eds.), Lexington Books, 1989, pp. 287-304.
50. "Mobility Barriers and Strategic Groups," Strategic Management Journal, 1989, pp. 475-485.
51. "A Micro Approach to Studying Feeling Responses to Advertising: The Case of Warmth" (with Douglas Stayman), in Emotion in Advertising, Julie A. Edell and Stuart Agnes, Julie A. Edell and Tony M. Dubitky (eds.), New York: Quorum Books, 1990, pp. 54-68.
52. "Consumer Response to Brand Extensions," (with Kevin Keller), Journal of Marketing, January, 1990, pp. 27-41. Presented at the MSI branding conference, the 1987 Marketing Science Conference, the 1988 ACR meetings and at seminars at INSEAD, France, the University of Minnesota, Stanford University and the University of Washington.
53. "Measuring Audience Perceptions of Commercials and Relating them to Ad Impact," (with Douglas M. Stayman), in Journal of Advertising Research, August-September, 1990, pp. 7-17. The editor said that the paper could "become the most heavily cited article ever published in the journal."
54. "Brand Extensions -- The Good, The Bad and the Ugly", Sloan Management Review, 31, Summer 1990, pp. 47-56.
55. "How Will the Japanese Compete in Retail Services", California Management Review, Fall 1990, pp. 54-67.

56. "Are Brand Equity Investments Really Worthwhile?" ADMAP, October 1991, pp. 14-17; also in Advertising and Building Strong Brands, (edited by David Aaker and Alec Biel, published by Lawrence Erlbaum).
57. "Implementing the Concept of Transformational Advertising" (with Douglas M. Stayman), Psychology and Marketing, May-June, 1992, pp. 237-253.
58. "The Effects of Sequential Introduction of Brand Extensions," (with Kevin Lane Keller), Journal of Marketing Research, February, 1992, pp. 35-50. Named a finalist for the O'Dell award for the paper with the most impact five years after publication.
59. "The Value of Brand Equity," The Journal of Business Strategy, July-August, 1992, pp. 27-32.
60. "Myopic Management Behavior with Efficient, But Imperfect, Financial Markets: A Comparison of Information Asymmetries in the U.S. and Japan," (with Bob Jacobson), Journal of Accounting and Economics, 16 1993, pp. 383-405.
61. "Continuous Measurement of Specific Emotional Response: The Emotion Monitor" (with Douglas Stayman), Psychology and Marketing, May-June, 1993.
62. "Composite Dependent Variables and the Market Share Effect," (with Bob Jacobson), Marketing Science, Spring, 1993, pp. 209-212.
63. "Interpreting Cross-Cultural Replications of Brand Extension Research," (with Kevin Lane Keller), International Journal of Research in Marketing, 10 1993, pp. 55-59.
64. "The Saturn Story: Building a Brand," California Management Review, Winter, 1994. Named the Pacific Telesis Foundation Award as the article in Volume 36 of the CMR that made the most important contribution to improving the practice of management. One of the top three most reprinted CMR articles in 1995.
65. "The Financial Information Content of Perceived Quality" (with Bob Jacobson), Journal of Marketing Research, May 1994, pp. 191-201.
66. "Valuation of Brand Equity" (with Roberto M. Alvarez del Banco), Harvard Deusto Business Review, (HBR--Spanish Edition), May 1994.
67. "Brand Identity as a Strategic Tool," (with Roberto M. Alvarez del Banco), Harvard Deusto Marketing & Ventas, January 1995, pp. 26-31.
68. "Resisting Temptations to Change a Brand Position/Execution: The Power of Consistency over Time," Journal of Brand Management, February, No. 4, 1996, pp. 251-258.

69. "Measuring Brand Equity Across Products and Markets," California Management Review," Winter 1996, pp. 1-19.
70. "Misconceptions about Brands, an Editorial Comment," Journal of Brand Management, February 1996, No. 4, pp. 212-214.
71. "Brand Building in the 'Post-Media' Age: Lessons from Europe" (with Erich Joachimsthaler), Harvard Business Review, January-February, 1997, pp. 39-50. Translated into Japanese and published in Diamond Harvard Business, April/May 1997, Reprinted in Harvard Business Review on Brand Management, Fall, 1999.
72. "Should You Take Your Brand to Where the Action Is?," Harvard Business Review, October-November, 1997, pp. 135-143. Translated into Japanese and published in Diamond Harvard Business, February/March 1998, Reprinted in Harvard Business Review on Brand Management, Fall, 1999. .
73. "The Saga of Brand Equity--A Personal History,"in Proceedings of the 14th Paul D. Converse Award Symposium edited by James D. Hess and Kent B. Monroe, 1998.
74. "The Impact of Corporate Marketing on a Company's Brand Extensions," (with Kevin Lane Keller) Corporate Reputation Review, Summer 1998, pp. 356-380.
75. "The Lure of Global Branding,"(with Erich Joachimsthaler), Harvard Business Review, November-December, 1999. Reprinted in Harvard Business Review on Marketing, Harvard University Press, 2002.
76. "The Value Relevance of Brand Attitude in High Technology Markets," Journal of Marketing Research, (with Bob Jacobson) November, 2001, pp. 485-493.
77. "The Brand Relationship Spectrum—The Key to the Brand Architecture Challenge," California Management Review, ,(with Erich Joachimsthaler) Fall, 2000.
78. "Brand Marketing in Slow Growth Markets: The Internet as Integrator" Strategy + Business, August, 2002.
79. "The Power of a Branded Differentiator," Sloan Management Review, "Fall, 2003, pp. 83-92. An adaptation appeared in Wirtschaftswoche, April 4, 2004.
80. "The Relevance of Relevance: Innovating Brands in> Fast-Moving Markets" Strategy + Business, Spring, 2004.
81. "Leveraging the Corporate Brand" California Management Review, Forthcoming, 2004.
82. "Branded Energizers" Marketing Management, Forthcoming, 2004

83. "Hybrids, heavenly beds and purple Ketchup," Market Leader, Autumn, 2004, pp. 31-37.

Articles on Brand Equity in Business Publications

1. "Justifying Brand Building: How to Convince Shareholders It's Worth It," Advertising Age, September 23, 1991, p. 22.

2. "Guarding the Power of a Brand Name," The New York Times FORUM, December 1, 1991.

3. "Whatever Happened to 'The beer that made Milwaukee famous'?", Across the Board, April, 1992, pp. 29-31. Adapted from Managing Brand Equity.

4. "Managing the Most Important Asset: Brand Equity," Planning Review--1992 Conference Special Issue, Fall, 1992.

5. "So How Do the National Brands Beat Back the Store Brand Surge?" Cal Business, Fall 1993, pp. 21-22.

6. "Brand Equity Pays Off!!," Advertising Age, July, 1994.

7. "Local vs. Global--A Key Positioning Decision," CTAM Quarterly Journal, Summer, 1995.

8. "Building Strong Brands--Why Is It Hard?" BrandWeek, October 2, 1995, pp. 28-34.

9. "Brand Identity Traps," Food & Beverage Marketing, December, 1995, p. 10.

10. "Broaden Your Concept of a Brand," Visa International Report, Winter, 1996.

11. "The Agency as Brand Architect," American Advertising, Spring, 1996.

12. "The Shadow Endorser Brand" (with Duane Knapp) BrandWeek, March 17, 1997.

13. "Universities Should Get on the Brand Wagon," Interview in The Lawlor Review, Fall 1997, pp. 10-12.

14. "Advertising in Ten Years—The Impact of Technology," Wall Street Journal, November 16, 1998, p. R33.

15. "Brand Leadership—The Emerging Paradigm," BrandWeek, February 8, 2000, pp. 30-38.

16. "Wall Street Cares about Brand Equity," in Business 2.0, September 8, 2000.

17. "What Separates Web Winners from Losers," (with Robert Jacobson) in Wall Street Journal, March 12, 2001, p. A22.
18. "Winners Focus on Brands," Dentsu Advertising, November, 2002
19. "Brand Building in Tough Times" Dentsu Advertising, January, 2002
20. Series of ten application comments in Dentus-ho Spring, 2004.
21. "Indicators of Brand Portfolio Problems," Mworld, June 2004.
22. "Even Brands Need Spring Cleaning," BrandWeek, March 8, 2004, pp. 36-40.
23. "The Future of Marketing," Marketer, November, 2004
24. "Leveraging Entertainment Content for Branding" Advertising Magazine, (Japan), Spring 2004
25. "The View from the Top," Commentary with four others, Brand Strategy, March, 2006, pp. 25-29.
26. "Brands to the Power of Two," (with Christian Dorffer), Brand Strategy, April, 2006, pp. 30-31.
27. "Peeling Back the Layers on Innovation," BrandWeek, May 1, 2006, p. 24.

Comments in Harvard Business Review

1. The Logic of Product-Line Extensions--a set of nine invited commentaries on the article "Extend Profits, Not Product Lines" (by John A. Quelch and David Kenny), Harvard Business Review, November-December, 1994, pp. 53-62.
2. One of five invited comments on case "Can a Premium Name Survive a Downscale Expansion?" Harvard Business Review, March-April, 1995.
3. Comment on "Breaking Compromises, Breakaway Growth," Harvard Business Review, November-December, 1996

Books

1. Consumerism: Search for the Consumer Interest (edited with George S. Day) (New York: The Free Press, 1982, fourth edition). First edition published 1971. Second edition published 1974, 488 pp. Third edition published 1978, 512 pp. Japanese translation published by Chikura Shobo Publishing Company. Fourth edition published January 1982. Authored selections "Advertising and Competition," "The Social and Economic

Effects of Advertising," and "Deceptive Advertising" and with George S. Day "A Guide to Consumerism" and "Industry-Wide Responses to Consumerism Pressures."

2. Multivariate Analysis in Marketing: Theory and Applications (editor) (Belmont: Wadsworth Publishing Company, 1971), 390 pp. Second edition published by The Scientific Press, 1981, 250 pages. Authored chapters, "Multivariate Analysis in Marketing," "Factor Analysis: An Exposition," "Multidimensional Scaling," and "Visual Clustering from a Perceptual Map"

3. Modern Marketing (with seven co-authors) (New York: The Random House, 1975), 722 pp. Second edition published 1980.

4. Advertising Management (with John G. Myers and since the fourth edition Rajeev Batra) (Englewood Cliffs, NJ: Prentice-Hall, 1996, fifth edition). First edition published in 1975. Two-volume Japanese translation published by the Toyo Keizai Publishing Company, 1977. Second edition published January 1982. Spanish translation published by Editorial Hispano-Europea, 1984. Named the second most cited book in an educator survey of "must" books for advertising Ph.D. students. Third edition published 1987. Fourth edition published 1992 (with Rajeev Batra). Fifth edition published 1996.

5. Readings in Advertising Management (editor) (Englewood Cliffs, NJ: Prentice-Hall, 1975), 413 pages.

6. Marketing Research (with George S. Day and since the fifth edition by V. Kumer) (New York: John Wiley & Sons, 2001, seventh edition). Translated into five- languages. First edition, published in 1980, translated into Japanese by Hakuto Shobu Publishing Company and Spanish by Nueva Editorial Interamericana. Second edition published 1983. Third edition published 1986. Fourth edition published 1989. Fifth edition with V. Kumer published 1994, Sixth edition published in 1998 translated into Spanish by Editorial Limusa and Chinese by Pro-Ed Publishing. Seventh edition published in 2001 and translated into Macedonian by the Ministry of Finance of the Republic of Macedonia and into Orthodox Chinese by Western Books Co. Eighth edition published in 2004.

7. Strategic Market Management (New York: John Wiley & Sons, 2004, seventh edition), 356 pages. Translated into nine languages. First edition published in 1984 and translated into Japanese (Diamond Inc.) and Spanish (Editorial Hispano-Europa). Second edition published 1988 translated into German (Gambler). Third edition published 1992 translated into Dutch (Academic Services) and Chinese (Hwa Tai Publishing). Fourth edition published 1995 translated into Korean by Seok-Jeong. Fifth edition published 1998, translated into Portuguese by Editora Artes Medicas Sul, French by Deboeck Universite and Russian by Piter Publishing. Sixth edition published in 2001 and translated into Dutch (Academic Services). The seventh edition published in Portuguese by Artmed Editora, in Russian by Piter Print and in Chinese by Wiley. Also published for the business manager audience as Developing Business Strategies, 1984, 1988, 1992, 1995, 1998, 2001, 2005. Over 200,000 English copies sold. The sixth edition of

Developing Business Strategies translated into Japanese by Toyo Keisai and in Russian by Piter Book J.S.

8. Managing Brand Equity (New York: The Free Press 1991), 311 pages. Translated into eight languages--Japanese (Diamond), German (Campus Verlag), Spanish (Diaz de Santos), Italian (Franco Angeli), Korean (Nanam Publications), Chinese (China Photographic Publishing House and Inner Mongolia People's Pub. House—simplified characters) and adapted in French (Daloz-Sirey; Jacques Lendrevie collaborator). Getabstract.com has the electronic serial rights. Excerpt appeared as "Whatever Happened to 'The beer that made Milwaukee famous?'," Across the Board, April, 1992, pp. 29-31. Reviewed in Journal of Marketing (April, 1992); Sloan Management Review (Fall, 1991); Journal of Marketing Research, May, 1993, International Journal of Marketing; Journal of Brand Management, Summer, 1993, p. 69-71. Named one of the 13 best marketing books by the UK periodical Marketing, August 1998.

9. Brand Equity and Advertising (Edited with Alex Biel), (Hillsdale, NJ: Lawrence Erlbaum, 1993). Translated into Chinese.

10. Building Strong Brands, (New York: The Free Press, 1996). Translated into eleven languages--Japanese (Diamond Sha), China (Inner Mongolia People's Pub. House), China--Simplified Characters (Science & Culture Cambridge Book Co), China (China Photographic Publishing), Korean (Kotic), Indonesian (S&S Asia), Portuguese (Futura), Sweden (Kontentan AB), Norwegian (Kontentan AB), Spanish (Gestion in Spain and Hispanoamericana in Mexico), Dutch (Tijdschrift Voor Strategische), Czech (Computer Press—with a chapter on Czech brands), and Russian (St. Petersburg University Publishers). (Russia). Getabstract.com has the electronic serial rights. Excerpts published in BrandWeek, Food & Beverage Marketing, American Advertising, The Moscow Times Kapital and reviewed in Manageris Synthese. Named one of 13 industry classics by Marketing in its August 27, 1998 issue

11. Brand Leadership, (with Erich Joachimsthaler) (New York: The Free Press, January, 2000) Translated into thirteen languages--Korean by Brands & Company, Japanese by Diamond Sha, Italian by Franco Angeli, Finnish by WSOY, Spanish by Ediciones Deusto, German by Pearson Education Deutschland, Norwegian by Kontentan, Swedish by Kontentan, Chinese by Xinhua Publishing House (simplified), Chinese by Commonwealth Publishing (complex), Portuguese by Publicacoes Dom Quixote and by Siciliano/Futura, and Dutch by Samsom, Portions serialized in Abstzwirtschaft (Germany), BrandWeek, CalBusiness, and electronically by MeansBusienss in English and Getabstract.com.

12. Brand Portfolio Strategy, (New York: published by The Free Press, April, 2004.) Translated into seven languages. Korean (Brand & Company), Japanese (Diamond), Italian (Franco Angeli), Spanish (Deusto), Chinese (Science & Culture Cambridge Book Co—Simplified Characters), Romanian (Brandbuilders Group), and Thai (Eureka Publishing). Excerpt ("Even Brands Need Spring Cleaning") published in Brand Week March 8, 2004, pp. 36-40.

13. From Fargo to the World of Brands: My Story So Far. (Tucson, Icen Books, December, 2005).

Editorial Positions

Currently a member of five editorial boards—Journal of Strategic Marketing (since 1992), Marketing Management (since 1992), The Journal of Brand Management (since 1993), Strategy & Leadership (since 1995), and the Russian Management Journal (since 2002).

Previously a member of the editorial boards of the following--Journal of Marketing Research (1969-1977), Management Science (1971-1980), Marketing Science (1980-1994), Journal of Marketing (1978-1995, Section Editor 1981-1984), Current Issues and Research in Advertising (1979-1996), Journal of Advertising Research (1981-1995), California Management Review (1983-2002), Strategic Management Journal (1985-1992),

Faculty Participant, AMA Doctoral Consortium & Faculty Camps

AMA Doctoral Consortium—1971 (Champaign), 1996 (Houston), 1978 (Chicago), 1979 (Madison), 1981 (Washington, D. C.), 1982 (Minneapolis), 1988 (Berkeley), 1990 (Lo Angeles), 1992 (East Lansing), 1994 (Santa Clara), 1996 (Boulder).
Faculty Research Camps001987 (Stanford), 1989 (Michigan), 1992 (UCLA), 2004 (MIT).

Service on Boards

Since 1982 Board of Directors, California Casualty Insurance Company
Since 2004 Board of Directors, Food Bank of Contra Costa and Solano County

Speeches/Seminars on Brand Equity

Haas School Executive Programs

Marketing--February 1992, August 1992, May 1993,
November 1993, April 1994, November 1994, October 1995
General Management--October 1991, 1992, 1993, 1994, 1995, 1996.
Korean Management Program September, 1996;

Academic Seminars/Presentations--Hungarian Marketing Association,
May 1993; Doctoral Consortium-AMA: August, 1992, August
1994; Erasmus University, April, 1995; St. Petersburg University,
April, 1995, University of Tokyo, May, 1998, Hotitsbashi University
April, 2001.

Company Presentations (64)—HP--1994, 1997, Kraft, Heublein, Nestle,

WordPerfect, Intel, Oral B, Coca-Cola, Chevron, IDV, Suntory, Shiseido, Kao, Nomura Research, Nestle Japan, Marriott--January and May of 1995, Denstu—1994, 1996, 1998; 20001, Providian, MasterCard, Shell, Saturn Dealer's Meeting--1992, 1995, BBDO Netherlands, The Limited, Allstate, Ford, Sunkist, NEC, Kotic, UC Berkeley, Foundation Board 1997, 2000; Samsung, Kansol, Merrill-Lynch, Motorola, Monsanto, SABRE, BofA, Nissan Dealer's Meeting, Kaiser Foundation Health Plan, U.S. West, Mobil, Resource, P&G, Ericsson, Amway Japan, JT/Beverage, General Mills, VISA, Sea-Ray, LM&P, Honda, Dreyer's, Telefonica, Groupe d'Ouchy, Intel CEO Meeting, Sun, Bertelsmann, New York Times, T. Rowe Price. Sony, Mitsubishi Real Estate, Hitisubashi CEO Forum, UBS, BP, Del Monte, Progressive Insurance,

Public Seminars/Speeches—

INDEX Regional Forum, April 1992
IESE, Barcelona, Spain, May 1992, March 1994
Planning Forum, New Orleans, May 1992
Wharton Brand Equity Seminar--February; August, 1992
Haas School Alumni Day, April 1992, April 1994, Dec. 1994.
Hi-Tech Breakfast--Anderson & Lemke, September 1993
Innovative Thinking Conference, Phoenix, October 1993
Japan Marketing Association, May 1994
AMA National Meetings: August, 1994
Brand Equity Seminar, UADE, Buenos Aires, August 1994
Food Industry Forum, November, 1994
Nestle Lecture in Lund Sweden, April, 1995
CMR public lecture on Saturn article, April, 1995
Intelligence Hi-Tech Annual Conference, October, 1995
American Advertising Federation Western Meeting, October 1995
SF Chapter--American Marketing Association, November 1995
ARF 60th Anniversary Annual Conference, New York, March, 1996
Televisio de Catalunya Annual Mkt Conf., Barcelona, March, 1996
Research International Branding Seminar, London, March, 1996
Interbrand Branding Seminar, San Francisco, March, 1996
Institute Int'l Res. Brand Mkt Forum, San Francisco, March 1996
Japan Marketing Association, Tokyo, April, 1996
Korean Public Lecture, Seoul, April 1996
POPAI Marketplace '96, Chicago, October 1996
Stanford Alumni Lecture Series, January 1997
J. D. Powers, February 1997
The Yankelovich Lecture, Featured speaker, Oslo, October 1997
The New Age Event--Branding, Keynote speaker, Stockholm, Oct. 1997
German Marketing Association, Keynote speaker Frankfurt, October 1997
Helsingin Sanomat Brand Seminar, Featured speaker, Helsinki, Oct. 1997

AECOC Conference, Featured speaker, Sevilla, October 1997
 Japan Marketing Association, Tokyo, January 1998
 Innovative Thinking Conference, Phoenix, February 1998
 Build Brand Value Conference, San Francisco, March 1998
 FutureFocus98, Cincinnati, May 1998
 Future Leaders of Japan, Tokyo, May 1998
 21st Century CEO Lecture, Tokyo, May 1998
 Haas 100 Faculty Alumni Colloquium, May 1998
 World Economic Forum, Davos, Switzerland, January 1999, January 2000
 Forbes Executive Retreat, February 1999, February 2000
 Brand Leadership Public Seminar, Stockholm, March 2000
 Intel Capital CEO Summit
 Branding on the Internet, Santa Clara, August, 2000
 UC Berkeley New York Alumni, November, 2000
 Andersen Consulting Leadership Dialogue Series, October, 2000
 Brand Masters Conference, December, 2000
 David Aaker Distinguished Lectures in Marketing, March, 2000, Haas School
 Japan Marketing Association, Tokyo, April 2001
 David Aaker Distinguished Lectures in Marketing, March, 2001, Haas School
 Nutricon Conference, June, 2001, San Diego.
 Economist Conference—Branding Roundtable, March, 2002, Tokyo
 David Aaker Distinguished Lectures in Marketing, March, 2002, 2003, 2004, Haas School
 International Forum on Brand and Communication sponsored by Dentsu and China Advertising Associations, May, 2002, Beijing and Shanghai
 Executive Forum on Branding, May, 2002, Tokyo
 Brand Driven Growth—MSI Conference on Growth, November 2002
 Brand Leadership Challenges—Prophet-Dentsu Seminar, October 2002
 Prophet Executive Roundtable—Chicago, March 2003
 Brand Forum, Seoul, Korea, August, 2003
 YPO meeting, San Francisco, January, 2004
 Brands Summit 2004, February, New York
 Haas Alumni Group LA, April, 2004
 ANA Symposium, LA April 2004
 ANA Symposium, Chicago, 2004
 Distinguished Lecture, St. Petersburg University, May 2004
 Distinguished Lecture, University of Copenhagen, May, 2004
 Brand Lecture, Erasmus University, Amsterdam, May, 2004
 Fourth Brands Lecture, The British Brands Group, May 2004
 Financial Services Forum, London, May 2004
 Customer Service World, London, May 2004
 Brand Seminar, Superbrands, London, May 2004
 Evening with David Aaker, Chartered Institute of Mkt, London, May 2004
 Chip Ganazzi Racing Team Sponsor Summit, June, 2004, San Francisco

LPA Meeting, Scottsdale, October, 2004
CMO Conference, Monterrey, October 2004