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DAVID A. AAKER is the Vice Chairman of Prophet Brand Strategy and Professor Emeritus at the Haas School of Business at the University of California at Berkeley. He is an active speaker and consultant on business and brand strategy throughout the world. His books, including Marketing Research, Fourth Edition (Wiley), Building Strong Brands, and Brand Leadership, have been translated into over a ...

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Although most authors speak about some parts of Strategic Marketing, here is included a list of definitions of the term. Some authors appear in different years (for example Jain). This paper analyzes new approaches of the term STRATEGIC MARKETING or MARKETING STRATEGY and its evolution through the years.

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Strategic market management by David A. Aaker, 2001, Wiley edition, in English - 6th ed.

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