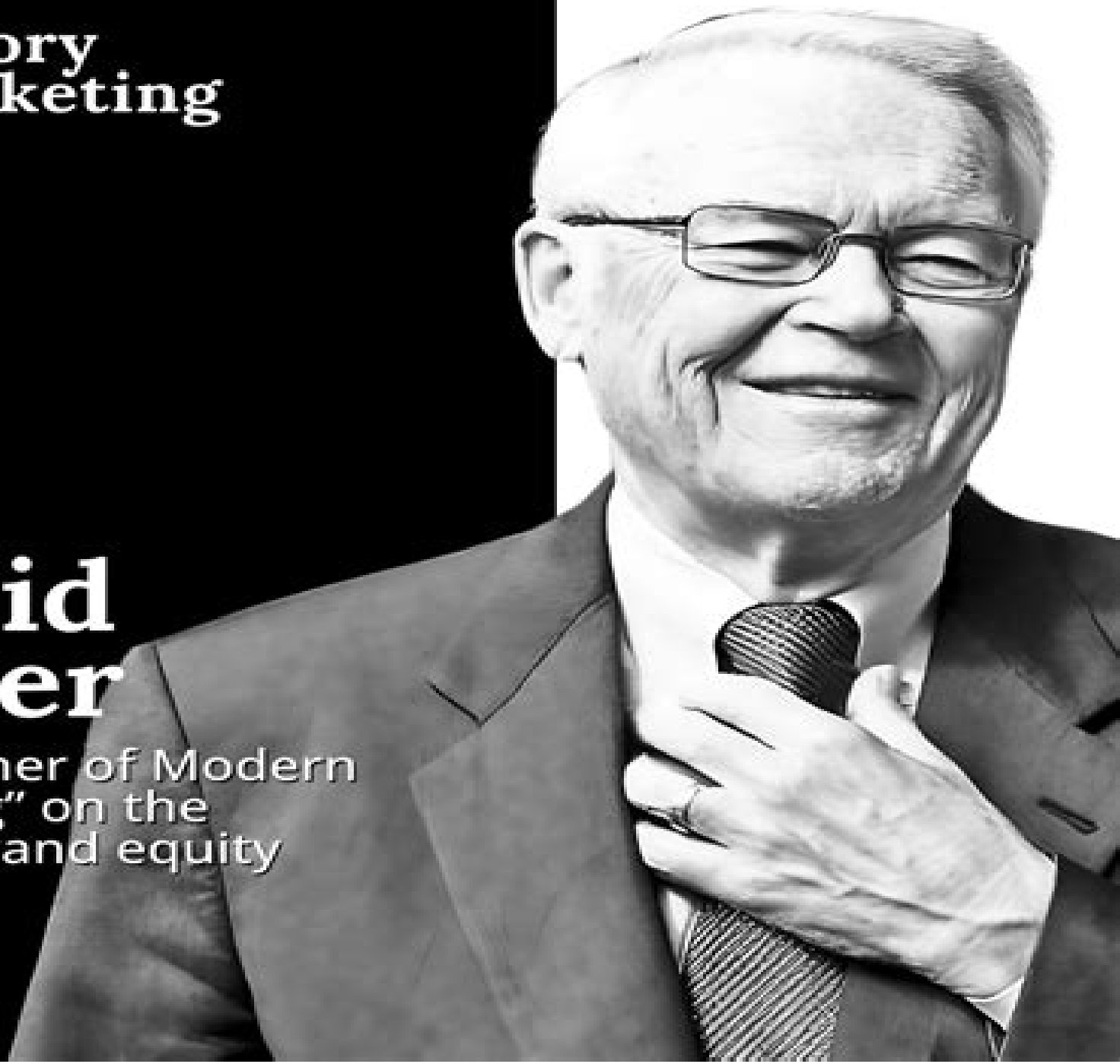


A History of Marketing

Episode 4

David Aaker

"The Father of Modern
Branding" on the
rise of brand equity



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