



For Immediate Release

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Branding Expert David Aaker Joins the AMA's *Marketing News* Columnist Roster

(CHICAGO, August 31, 2009) – The **American Marketing Association** is proud to announce that David Aaker, a globally recognized authority on brand and business strategy and vice chairman of branding consultancy Prophet, has joined the columnist roster of *Marketing News*, the AMA's award-winning flagship publication for members. Aaker's column, titled "Aaker on Branding" will appear regularly in the publication and online at www.MarketingPower.com beginning Aug. 30.

In addition to being an active consultant at Prophet, Aaker is professor emeritus of marketing strategy at the Haas School of Business, UC Berkeley, and is an advisor to Dentsu Inc. His 14 books, including his most recent, *Spanning Silos*, have been translated into 18 languages and have made Aaker one of the most quoted authors in marketing today. Aaker has been the recipient of the MIT Buck Weaver Award for contributions to the advancement of theory and practice in marketing science and was named as one of the top five most important marketing/business gurus in a survey of marketing executives. He also has twice won the MSI/H. Paul Root award for the best article in the AMA's *Journal of Marketing*.

Aaker's debut column for *Marketing News* focuses on why and when it is appropriate to market aggressively during a recession. "David Aaker represents top-line strategic thinking on branding and marketing management, and we are thrilled for him to join *Marketing News*," says John N. Frank, AMA editorial director. Aaker joins Northwestern University's Don E. Schultz, Forrester Research's Josh Bernoff and Market Strategy Group's Michael Krauss as a *Marketing News* regular contributor. To read David's first *Marketing News* column visit <http://tinyurl.com/aug30aaker>.

Aaker will also be a regular guest on the AMA podcast series. Visit <http://tinyurl.com/davidaakerpodcast> to listen to his first interview and to learn more about his views on marketing's greatest challenges.

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers over 30,000 strong. For more information on the American Marketing Association, please visit www.MarketingPower.com.

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