

David Aaker in Shanghai Explores the Six Big Brand Principles that Drive Business Success

Written by Australian Business

SHANGHAI, CHINA - [Media OutReach](#) - September 22, 2014 -David Aaker, who is considered the "father of modern branding" and is vice chairman of [Prophet](#), a new breed of strategic brand and marketing consultancy, visited Shanghai today and met with key decision makers and marketing professionals at AmCham Shanghai and then later at CEIBS to