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Brand Management

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5. Public-Private-Partnership (PPP) and Economic Development: Theory and Recent Experiences
6. Marketing Management: Concepts, Theories and Practices
7. Marketing Strategies and Management: Sector Analysis
8. Media Planning: Impact of TV Advertisements on Children
9. Generation, Transmission and Switchgear

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Summary of The Book

Brand Management is a comprehensive reference book designed for students of postgraduate Management programmes specializing in Marketing. It explores the core concepts of branding and illustrates them through numerous examples, exhibits, figures, images, case studies etc... The book is divided into ten sections. The first section gives an introduction to Strategic Brand Management Process, Brand Architecture. The second Brand Identify and Establishing Brand Personality. Third sections define the position of Brand Positioning and De Positioning. The fourth section discuss on Brand Communication, Brand Knowledge: Awareness and Image. The Fifth section explain Planning and implementing Brand Marketing Programs. Six one is define to Consumer Based Brand Equity. The seventh discuss to Global Brand Management and Measuring Brand Performance. Eight one is explain to Sponsoring, Celebrities, Co-Branding, Brand As a Country, Brand Experience. In the nine discuss to Retail Branding. The last section explores brand Private Brands and Brand Portfolio. Students will find this book useful for its illustrative coverage of the key concepts. The practical Case Studied would also be very useful to practitioners.

PREFACE

The study of brands and brand management has always piqued the interest of practitioners and academics alike. Gardner and Levy (1955), Levy (1959), Martineau (1959), and Allison and Uhl (1959) conducted early, seminal study on brands (1964). This book is about brands: why they are essential, what they represent to consumers, and what businesses should do to properly manage them. Many corporate executives today acknowledge that a company's brands, which it has invested in and cultivated over time, are one of its most important assets. Although brands can be extremely valuable intangible assets, building and maintaining a good brand can be difficult. The goal of this book is to provide a thorough and up-to-date coverage of the topics of brands, brand equity, and strategic brand management—the development and implementation of marketing programmes and activities to establish, measure, and manage brand equity. One of the book's main objectives is to educate managers with ideas and procedures for increasing the long-term profitability of their brand initiatives. We combine a solid theoretical foundation with adequate practical insights to aid managers in their day-to-day and long-term brand decisions. We incorporate current thinking and advancements on these themes from both academics and industry participants.

Dedicated

to

"Late Shri. Hrishikesh Upadhyaya

ABBREVIATIONS

- a) CAPM - Capital Asset Pricing Model
- b) DCF - Discounted Cash Flow
- c) CD-ROM – Compact Disk Read only Memory
- d) EDLP - Everyday Low Price
- e) IBM – International Business Machines
- f) CSR - Corporate Social Responsibility
- g) USP - Unique Selling Proposition
- h) POD - Points of Difference
- i) WIFM - What’s in it for me?
- j) URL - Uniform Resource Locators
- k) CEM - Customer Experience Management
- l) CBBE - Customer-Based Brand Equity
- m) P &G - Procter & Gamble’s Pantene
- n) TQM - Total Quality Management
- o) IMC - Integrated Marketing Communication
- p) EBCP - Employee Brand Commitment Pyramid
- q) DDoS - Distributed Denial of Service
- r) FBBE - Financial- Based Brand Equity
- s) CBBE - Customer-Based Brand Equity
- t) EBBE - Employee-based brand equity
- u) BMI - Business Monitor International
- v) DAM - Digital Asset Management
- w) MSG - Management Study Guide
- x) PaaS - Platform as a Service
- y) HIT - Human Intelligence Task
- z) SOR - Stimulus–Organism–Response

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