BRAND MANAGEMENT

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Case Studies

PREFACE

Brand Management has become a mainstream course of business. It is an inevitable part of marketing. The first edition of this strategically focused and devoted textbook for Brand Management captures the recent trends, new technologies and their impact on branding. The book focuses on the evaluation and the application of brand management in the domain of marketing. It addresses the conceptual requirements of a textbook on Brand Management with statistical orientation.

A significant highlight of this book is the numerous examples from Indian and Global context. This book deals with brands- Why brands are important and how firms can build and nurture their brands. The major objective of this book is to provide a comprehensive picture of Brand Management.

The integrated case studies and the mini case lets are the unique features of this book. The book starts with providing strong fundamental concepts of branding such as brand elements, brand identity, brand personality, brand image and brand positioning etc. This book also deals with the areas of brand equity, extensions with examples and models. This book uniquely covers the concepts of private labels in the branding context. This edition concludes with a specialized topic on cult branding and emerging domains of brand management.

ACKNOWLEDGEMENT

Dr. M. Prasanna Mohan Raj: I would like to dedicate this work to late. Dr. C. Anandan. Without him, this book could not have been written. I would also like to express my gratitude to Mr. Abhay G. Chebbi, Pro-Chancellor, Alliance University, for his wholehearted support. And last, but not least, I would like to thank my family for supporting the mindset that enabled me to attempt this work. Do write to me your feedback and suggestions for improving the book in its future editions.

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PS: The publishers record with deep sorrow the untimely passing away of Dr. C. Anandan (September 2007) after a brief illness.