

# Brand Management SOLVED NOTES EBOOK CHAPTERWISE



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## **Short Description**

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**Product Details: Brand Management SOLVED NOTES EBOOK  
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**Edition Description: 2018-19**

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## **1. DOWNLOAD EBOOK WITH NOTES CHAPTER WISE**

### **PREVIEW OF CHAPTERS SYLLABUS**

#### **Brand Management**

##### **UNIT I**

**Concept of a Brand-Evolution-perspectives, anatomy, types of brand names, brand name associations, brands vs products, advantages of brands to consumers and firms, brand elements: components and choosing brand elements, branding challenges and opportunities.**

##### **UNIT II**

**Brand positioning-basic concepts-alternatives-risks-brands and consumers-strategies for positioning the brand for competitive advantage-points of parity-points of differencebuying decisions, perspectives on consumer behaviour, building a strong brand-method and implications**

##### **UNIT III**

**Brand image - dimensions-brand associations and image, brand identity-perspective levels and prism. Managing brand image-stages-functional, symbolic and experiential brands. Brand equity - sources of equity-brand equity models, brand audits, brand loyalty and cult brands.**

##### **UNIT IV**

**Leveraging brands - brand extensions, extendibility, merits and demerits, line extensions, line trap-co branding and licensing brands. Reinforcing and revitalization of brands-need, methods, brand architecture-product, line, range, umbrella and source endorsed brands. Brand portfolio management.**

##### **UNIT V**

**Brand valuation-methods of valuation, implications for buying and selling brands, applications-branding industrial products, services and retailers-building brands online. Indianisation of foreign brands and taking Indian brands global-issues and challenges.**

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