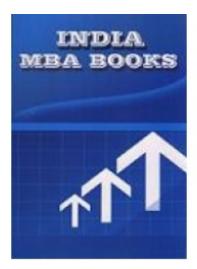
BRAND MANAGEMENT



Short Description BRAND MANAGEMENT

Brand: Mehta Solutions **Product Code:** BA55001

Weight: 0.00kg

Price: Rs350

Description

BRAND MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: X Y Z BRAND MANAGEMENT

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **X Y Z** book solutions now mehta solutions brings top solutions for **X Y Z BRAND MANAGEMENT REPORT book** contains previous year solved papers plus faculty important questions and answers specially for .questions and answers are specially design specially for **X Y Z** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

UNIT I INTRODUCTION 8

Basics Understanding of Brands - Definitions - Branding

Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT II BRAND STRATEGIES 10

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT III BRAND COMMUNICATIONS 8

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT IV BRAND EXTENSION 9

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V BRAND PERFORMANCE 10

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

Details

- 1. Books by courier
- 2. Delivery in 5-7 days

- 3. Courier india only
- 4. Rating of product : largest selling