



About the Book

This book is the outcome of a decade's research in brand management. It will provide a platform for learning product and brand management in Indian context. *The main purpose of this book is that it will serve as a Fundamental Textbook of Brand Management for all management students at both UG and PG levels who wish to specialize in Marketing and or Brand Management.* Core elements of brand management have been identified, namely like Brand Identity, Brand Image, Brand Personality, Brand Awareness, Brand Positioning & Brand Equity and so on.

The application of these elements are being elaborated and explained with the help of various case studies of global & Indian Brands. The authors hope that the readers would be benefited from the book and would find it useful in developing an understanding of Brand Management.