



Branding Demystified: Plans to Payoffs

By Harsh V. Verma

Response Books, New Delhi, India, 2010. Paperback. Book Condition: New. First Edition. The various aspects of marketing surrounding a brand, such as advertising, sales promotion and distribution, can mislead and confuse brand builders. Branding Demystified: Plans to Payoffs identifies the foundations on which strong brands are built, with a distinct focus on the higher-order connect between the brands and their prospects. It also distinguishes these foundations from the other peripheral issues, thereby highlighting what is most important for brand building. With the help of India-centric examples and illustrations, the book analyses why brands have become indispensable in our lives. It communicates the key concepts of branding and branding strategy in a concise and clear manner. The book focuses on the following important branding challenges: - Brand meaning - Brand vision - Brand transformation - Brand value in higher orbits - Brand strategy - Leveraging the brand - Brand adjustments This book will be immensely helpful to professionals in the fields of marketing, advertising, consulting, strategy, and to entrepreneurs. Teachers and students of business management, advertising and branding will find it an incisive and insightful text that draws attention away from the peripheral to the core aspects of branding. Printed Pages:...



READ ONLINE
[903.12 KB]

Reviews

This ebook can be worthy of a read, and much better than other. I have read and i am certain that i am going to planning to go through again once again in the future. You may like just how the writer compose this book.

-- **Mr. Grant Stanton PhD**

A whole new eBook with an all new standpoint. It is actually rally fascinating throgh reading through time period. You wont truly feel monotony at anytime of your own time (that's what catalogues are for relating to when you request me).

-- **Claire Bartell**

See Also



Iceland

Children's Press(CT). Paperback / softback. Book Condition: new. BRAND NEW, Iceland, Kathleen W Deady, - Perfect for school reports on Iceland.- Includes large, beautiful color photos.- An original country map with labels that match the text is included.- Includes an index, a...



A Parent s Guide to STEM (Paperback)

U.S. News World Report, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.This lively, colorful guidebook provides everything you need to know to help your child get inspired, succeed...



History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...



Hope for Autism: 10 Practical Solutions to Everyday Challenges (Paperback)

Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Hope for Autism: 10 Practical Solutions to Everyday Challenges, provides answers to the many questions...



Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee (Paperback)

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 149 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



THE Key to My Children Series: Evan s Eyebrows Say Yes (Paperback)

AUTHORHOUSE, United States, 2006. Paperback. Book Condition: New. 274 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.THE KEY TO MY CHILDREN SERIES: EVAN S EYEBROWS SAY YES is about a three year old little boy who...