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Cases on Branding Strategies and Product Development: Successes and Pitfalls

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Cases on Branding Strategies and Product Development

Successes and Pitfalls



Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Sarmistha Sarma (Institute of Innovation in Technology and Management, Guru Gobind Singh Indraprastha University, India) and Sukhvinder Singh (Institute of Innovation in Technology and Management, Guru Gobind Singh Indraprastha University, India)

The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative to success in a competitive marketplace.

Cases on Branding Strategies and Product Development: Successes and Pitfalls is a collection of case studies illustrating successful brand management strategies as well as common errors of unsuccessful brands. This premier reference work takes a global perspective on branding, providing unique insights for academicians and industrial experts in replicating the successful strategies in different markets.

Topics Covered:

- Brand Positioning
- Branding and Innovative Practices
- Branding and New Product Development
- Innovative Social Branding
- Product and Service Identity
- Sensory Positioning
- Strategic Communications

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It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

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