

Devising a Branding Strategy

A firm's branding strategy—often called the **brand architecture**—reflects the number and nature of both common and distinctive brand elements. A firm has three main choices:

- It can develop **new brand elements** for the new product.
- It can apply some of its **existing brand elements**.
- It can use a **combination of new and existing brand elements**.

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RELATIONSHIP MARKETING BISWAS, SUPRIYA, 2014-08-14 The role of relationship marketing in the current business scenario has become significant as maintaining good relationships with various sections of society especially the customers is important for achieving organisational objectives The book encapsulates all the essential aspects of relationship marketing in an easy to understand manner It has been thoroughly revised and enlarged in the Second Edition and incorporates topics based on emerging concepts of marketing and technology including relationship parameter in brand identity service recovery paradox adversity quotient of relationship managers impact of social networking on customer relations as well as applications of cloud and mobile computing in the practice of relationship marketing Inclusion of new and contemporary case studies from industries Toyota logo Removing pain points How Coco Colas low cost solar cooler is helping Coke spread its wing in villages and Mobile computing in general insurance business provides a practical orientation to the text and help students to understand concepts of relationship marketing in the context of real world situation Apart from these case assignments have been developed on various dimensions of relationship marketing Intended as a textbook for the postgraduate students of management the book is equally useful for relationship managers executives and sales and marketing professionals

Marketing Management, Global Edition Philip Kotler, Kevin Lane Keller, 2021-11-17 This title is a Pearson Global Edition The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States For undergraduate and graduate courses in marketing management The gold standard for today's marketing management student The world of marketing is changing every day and in order for students to have a competitive edge they need a text that reflects the best and most recent marketing theory and practices Marketing Management collectively uses a managerial orientation an analytical approach a multidisciplinary perspective universal applications and balanced coverage to distinguish it from all other marketing management texts out there Unsurpassed in its breadth depth and relevance the 16th Edition features a streamlined organization of the content updated material and new examples that reflect the very latest market developments After reading this landmark text students will be armed with the knowledge and tools to succeed in the new market environment around them MyLab Marketing is not included Students if Pearson MyLab Marketing is a recommended mandatory component of the course please ask your instructor for the correct ISBN Pearson MyLab Marketing should only be purchased when required by an instructor Instructors contact your Pearson representative for more information

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