



The Book "Marketing" by Dhruv Grewal and Michael Levy

Topic: Business | Words: 558 | Pages: 3

Summary

The book dwells upon products, their types, branding strategies used to market them, packaging, labeling and issues associated with packaging and labeling. First of all, it is noted that the product is a complex concept which is based on core customer value. Thus, consumers buy a product if they understand its value and associated services can attract more customers and prove superiority of a product among other similar products. There are four major types of consumer products: specialty products, shopping products, convenience products, unsought (Grewal & Levy, 2012). Companies often have a product mix, a number of lines of different products. Increasing or decreasing product breadth or depth, companies can address consumers' needs and preferences which are constantly changing.

Brandings plays an important role in products' marketing. Brand elements are brand name, domain names, logos, symbols, characters, slogans and sounds. Brands are recognized and memorized easily. They help to develop customers' loyalty and reduce marketing costs. Brand is now seen as one of the company's assets. The following are aspects which can help to evaluate value of this or that brand: brand awareness, perceived value, brand associations, and brand loyalty.

There are two major types of brands, manufacturer and private-label brands. At that, private-label brands include premium, exclusive co-brands, generic and copycat brands. Most common branding strategies are brand

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Lingjun Ying



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