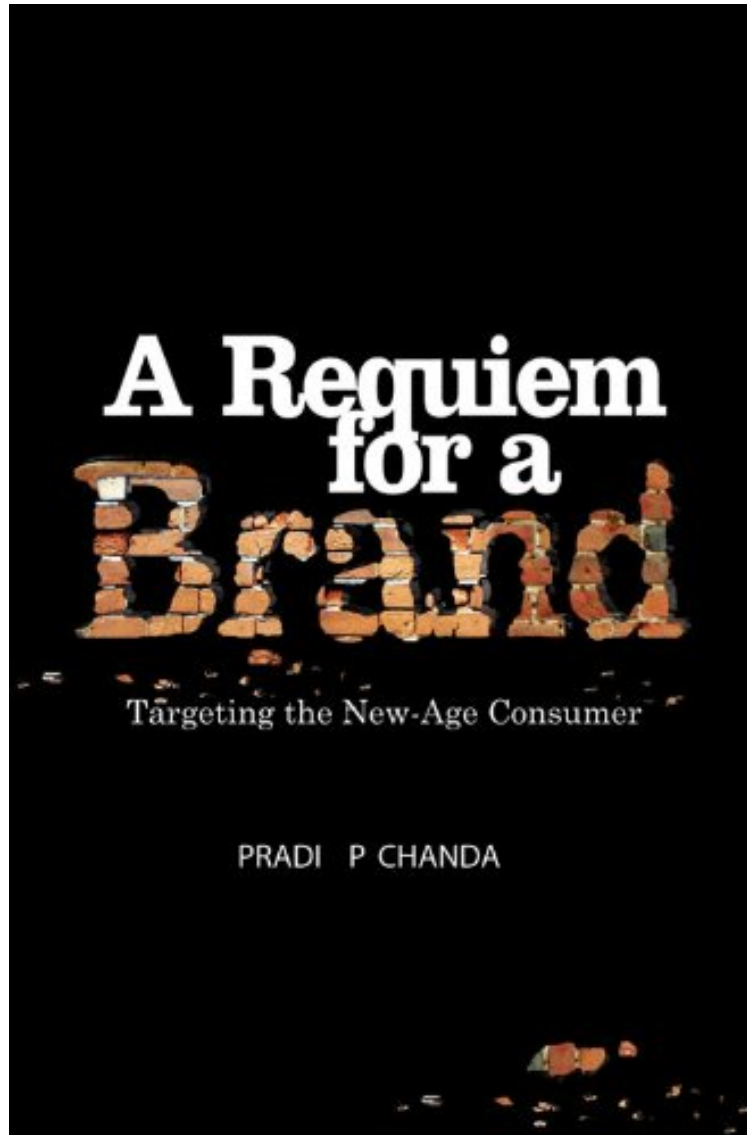


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A Requiem for a Brand (Lotus Collection)

Pradeep Chandra

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Pradeep Chandra : A Requiem for a Brand (Lotus Collection) before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Requiem for a Brand (Lotus Collection):

0 of 0 people found the following review helpful. Excellent Marketing book By F. Chanda Talk about an easy read covering Marketing concepts that at times are tedious to follow. A great book for undergraduate and graduate students and adults who are looking to familiarize themselves with Marketing acumen. The case studies are well written and the book reads like a novel. A must have for the price. Hope you enjoy it as much as I did.

Drawing from his extensive business management experience, Pradip Chanda turns traditional wisdom on its head when he proposes that brand loyalty is inversely proportional to the income and education levels of the 'knowledge consumer'. He examines how and why brands have become strategic assets, traces the evolution of knowledge consumer and what can companies do to protect equity of the brands they have nurtured over decades. A new approach to building brand loyalty that gives marketers a competitive edge in today's high-tech, high-stakes and brand-hostile environment. The book combines the knowledge with engaging real-life case studies and proven examples.

The book lays out a new way of managing brands. It also shows future trends that may influence how brands are managed over the next decade or two. Pradip highlights his thesis with several Indian and international case studies which make fascinating reading. Whether you agree with the arguments of this book or not, it will certainly make you think. And that, in my judgement, is the hallmark of a good book. - Sunil Gupta
Edward W Carter Professor of Business
Harvard Business School
Boston