



Cases on Branding Strategies and Product Development: Successes and Pitfalls

Sarmistha Sarma

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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.

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