



A Requiem for a Brand: Targeting the New-Age Consumer

By Pradip Chanda

Lotus/Roli Books, New Delhi, India. Hardcover. Book Condition: New. Dust Jacket Condition: New. 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. Printed Pages: 138.



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