



Spectrum of Branding Strategy: Marketing Management: Part - Branding (Paperback)

By Aravind Kumar Chaturvedi

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The book is dedicated to branding strategies, which are classified into macro and micro types. Macro type of branding strategies are those, which are broader way of creating a brand like individual branding, multiple branding, mix branding and co-branding etc. These strategies are decided basically at corporate level under broader business perspectives. But often there are micro factors pertaining to product, demand, market, technology and consumer, which are also important in branding strategy. The strategies, which are decided based on these micro level factors are classified into micro branding strategies. Branding strategies based on geographical reach, income group, quality of product, age of consumer, gender of consumer, traditional and ancient knowledge, social value, technology involved and green cause etc. are classified into micro branding strategies. These strategies are based on keen insight of product, market, demand, consumer, technology and issues related to planet. The book unearths phenomena of value based branding, which encourage organizations to associate themselves with a social value. There is discussion on novel idea of country(province) branding, which may result in bringing a country(province) on top of globe in any...



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