

A Requiem for a Brand

Targeting the New-Age Consumer

PRADIP CHANDA

A Requiem For A Brand Targeting The New Age Consumer Roli S

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A Requiem for a Brand Pradeep Chandra, 2011-04-06 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

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Decoding **A Requiem For A Brand Targeting The New Age Consumer Roli S**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**A Requiem For A Brand Targeting The New Age Consumer Roli S**," a mesmerizing literary creation penned by a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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A Requiem For A Brand Targeting The New Age Consumer Roli S Introduction

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