



Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation

Sharad Sarin

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Strategic Brand Management provides fresh insight into the field of marketing and elaborates how to create powerful brands.

“Globalization” and “technology” are two mega forces that drive the world. The second edition captures these developments and their effect on the companies covered in the book. The first edition dealt with three leading B2B corporate brands of India—the Tata Group, L&T, and Infosys. The second edition describes the leadership changes in the Tata Group and Infosys, and the challenges faced by these three brands.

Indian B2B brands are yet to become global B2B brands. The purpose of this book is to motivate the marketers deeply entrenched in B2B marketing to unleash the underleveraged power of brand to create competitive advantages for growth.

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