

**Title of the book**

Brand Management and Marketing

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**About the Book**

In an increasingly competitive marketplace, the art of effective brand management and marketing holds paramount importance. This book, “Brand Management and Marketing,” serves as a comprehensive guide, offering insights into the nuances of brand development, strategy, communication, and evaluation. Through a blend of theoretical frameworks and practical examples, readers will gain a deep understanding of how to build, position, and leverage brands for sustainable success. Whether you’re a student aiming to grasp fundamental concepts or a seasoned marketer seeking to stay ahead of evolving trends, this book provides the knowledge and tools necessary to navigate the dynamic world of brand management effectively.

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