



The Brand DNA Equation: Decoding Product Success

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₹799 ISBN: 9788198523181

This comprehensive book delves into the dynamic world of Product and Brand Management, providing a clear understanding of key concepts and strategies essential for success in today's competitive marketplace. It covers foundational topics such as the role and functions of product managers, product mix and SBU strategies, and portfolio analysis using BCG and GE Multifactor Matrices. The book also explores crucial product decisions throughout the product life cycle, with insights into financial decision-making using the Polly and Cook Model. On the branding side, it introduces brand management principles, including branded house versus house of brands, corporate branding, and Kapferer's Brand Prism Model.

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About the Authors

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