Table of Contents

Foreword.............................................................................................................xvi

Preface.............................................................................................................xviii

Acknowledgment...........................................................................................xxvi

Learn Branding through Case Studies ............................................................xxvii

Chapter 1
A Case-Based Identification of Internal and External Issues for Branding Strategies........................................................................................................ 1

Abu Sayeed Mondal, Swami Vivekananda Institute of Science and Technology, India
Dilip Roy, University of Burdwan, India

Chapter 2
Promoting Bucovina’s Tourism Brand..............................................................24

Alexandru-Mircea Nedelea, Ștefan cel Mare University of Suceava, Romania

Chapter 3
Branding and Brand Management: Case of Amul ........................................47

Anupam Sharma, Thapar University Patiala, India

Chapter 4
Service Branding through Quality Practices in Public and Private Telecommunication Organization.................................................................79

Archana Krishnan, University of Delhi, India
Chapter 5
The Importance of Supply Chain Management in Positioning and Creating Brands of Agro-Based Products

Aroop Mukherjee, Universiti Putra Malaysia, Malaysia
Nitty Hirawaty Kamarulzaman, Universiti Putra Malaysia, Malaysia

Chapter 6
Building and Development of Dairy “Dana” Brand

Boris Milović, Sava Kovacevic Vrbas, Serbia

Chapter 7
Simply Food: The Crossroads in Front of a New-Born Food Brand

Hakim A. Meshreki, American University in Cairo (AUC), Egypt
Maha Mourad, American University in Cairo (AUC), Egypt

Chapter 8
Branding and New Product Development: A Case of Glemma

Dennis Damen, Glemma, The Netherlands & Fontys University of Applied Sciences, The Netherlands
Miao Wang, Fontys University of Applied Sciences, The Netherlands
Tim Wijnhoven, Glemma, The Netherlands & Fontys University of Applied Sciences, The Netherlands

Chapter 9
Factors Influencing the Buying Behavior of Female Consumers with Reference to Top Three Brands of Make-Up Cosmetics in Pune City

Mukta Srivastava, Allana Institute of Management Sciences, India

Chapter 10
A Case Study on Pitfalls in Branding of Boroline

R. Padma, Jain University, India
Pawan Sharma, Jain University, India

Chapter 11
Managing Brand Portfolio in a Crisis: The Case of a Pharmaceutical Company in Egypt

Rafic Nadi, American University in Cairo, Egypt
Ahmed Tolba, American University in Cairo, Egypt
Chapter 12
Ariika Bean Bags: A Successful Brand Capable of International Expansion?

Rania Hussein, The American University in Cairo, Egypt
Hend Mostafa, The American University in Cairo, Egypt

277

Chapter 13
Semiotics of Brand Building: Case of the Muthoot Group

Sudio Sudarśan, Hult International Management School, USA

298

Chapter 14
Sensory Branding: Branding with Senses

Surabhi Mukherjee Chakravarty, CMR – Institute of Management Studies, Bangalore, India & Alliance University, India

327

Conclusion

366

Compilation of References

391

About the Contributors

408

Index

415