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Branding and Sustainable Competitive Advantage: Building Virtual Presence

Avinash Kapoor (Management Development Institute (MDI), India) and Chinmaya Kulshrestha (Management Development Institute (MDI), India)

Successful brand building helps sustain relationships with consumers, creating long-term sustainable competitive advantage and protecting businesses from market turbulence and uncertainties. Manufacturing processes can often be duplicated in ways that strongly held attitudes established in consumers' minds cannot.

Branding and Sustainable Competitive Advantage: Building Virtual Presence explores the processes involved in managing brands for long-term sustainable competitive advantage. Managers, professionals, and researchers will better understand the importance of consumers' perceptions in brand management, gain insight into the interface of positioning and branding, learn about the management of brands over time and in digital and virtual worlds, be able to name new products and brand extensions, and discover how marketers develop and apply strategies to position their brands.

Topics Covered:
- Brand Building
- Brand Identity
- Brand Image
- Brand Life Cycle and Strategy
- Brand Revitalization
- Branding and Sustainable Competitive Advantage
- eBranding
- Strategic Branding Decisions

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Avinash Kapoor received the PhD in Management and MBA from the R.A. Podar College at University of Rajasthan, Jaipur, India, the MA, and BSc from University of Rajasthan. He has been recipient of National Scholarship Award. He has more than fifteen years of industry, teaching, training, and research and consultancy experience to his credit. He was a former Dean in JIMS, Jaipur and is currently Faculty of Marketing and Chair Person PGPIM, at MDI, Gurgaon, India. He is the author of textbook on “Marketing Research” and his forthcoming textbook is on “Marketing Management” published by Cengage publishing (formerly Thompson publishing group). He has several research papers, articles published and presented in reputed refereed international journals and research conferences.

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