



# Strategic Brand Management

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# **STRATEGIC BRAND MANAGEMENT**

**A comprehensive book on the art and science of building successful Brands**

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## About the Authors

### Ms Anila Varghese



**Ms. Anila Varghese** is a Post-graduate in Business Administration with dual specialization in Marketing Management and Finance. Besides having over a decade experience in teaching, she also has 8 years expertise in banking sector and stock exchange. She has served as Assistant Manager, IDBI Bank Kochi for over 6 years. She has rendered her service internationally to Exporior Laboratories, California, USA as HR Consultant for a year. As part of upgrading herself to the demands of fast-growing business environment and the needs of academic realm she has presented papers in national level conferences and attended various Faculty Development Programs, seminars and workshops in Banking & Insurance, Digital marketing, and Entrepreneurship skill development. Ms. Anila Varghese is a professional with a rich blend of academic qualifications, teaching experience, and practical expertise in the banking and international consultancy sectors.

### Ms Megha Mohan



**Ms. Megha Mohan** holds an MBA with a dual specialization in Marketing Management and Human Resource Management. She has an extensive teaching experience of more than thirteen years in Postgraduate and Undergraduate streams. She has qualified UGC- NET in Management and is currently pursuing PhD. She has presented papers in renowned conferences and published articles in her core areas of specialization. To enhance her Knowledge domain, she has attended various Faculty Development Programs, Conferences, Seminars, and Workshops at National and International levels. Her areas of specialization include Strategic Management, Marketing Management, Brand Management Organizational Behaviour, and Managerial Economics.



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## About the Book

The relevance of Strategic Brand Management cannot be overstated in the ever-evolving competitive world where consumer loyalty is paramount for the survival and success of any business.

The dynamics of building, nurturing, and sustaining a brand requires a deep understanding of market dynamics, consumer behavior, and a strategic vision.

In our latest book on Strategic Brand Management, we embark on a journey to simplify the art and science of building successful brands.

Aspiring marketers, and students of Marketing will find practical frameworks, actionable insights, and proven strategies that shape the destiny of a brand in diverse industries.



ISBN Number: 978-81-965675-4-5