



Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation (Response Books)

Sharad Sarin

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This book aims to uncover the hidden and unexploited power of leveraging from the concept of brand and brand building for B2B marketers. It focuses on the need of B2B marketing from the point of view of Indian markets and economic conditions at home. With extensive discussions on the three most respected corporate brands in India?Tata, Larsen & Toubro and Infosys?the author demonstrates how these companies have created value through brands and how their branding initiatives are benchmarks in their journey to success.

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