

THE 7 PRINCIPLES OF BRAND MANAGEMENT BY MR. NITISH RAI GUPTA



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"Having completed his MBA from IIM Calcutta, Nitish had the opportunity to work with Procter and Gamble International Operations, based out of Singapore. There he worked with Beauty Care business unit, handling Hair-Care brand for the ASEAN (Philippines, Thailand, Indonesia, Malaysia, Vietnam, and Singapore), India and Australasia markets. He worked on launching new brands as well as aggressively growing existing brands across these markets. Thereafter, he moved to Dubai where he was handling the complete Ketchup and Condiments portfolio for Heinz Africa and Middle East. As the marketing manager there, he helped build the Heinz portfolio in more than 20 countries across the Africa continent and Middle East Asia. Currently he is based out of Gurgaon, India, where he is handling innovations and marketing for an American MNC. Apart from building brands in international markets, he is passionate about teaching and takes lectures in marketing at business schools. "

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"The 7 Principles of Brand Management is a useful primer for any Marketer, and Gupta has done an admirable job of distilling a lot of experience and learning into an easy to use framework. The most compelling parts of the book are the varied and exhaustive case studies that both bring the principles to life and also make this an essential addition to the bookshelf of not just the professional Marketer but anyone interested in Marketing.' - Mainak Dhar, Author, Brand Management 101: 101 Lessons from Real World Marketing '.....it makes fascinating reading for every professional. It is simple and the marketing principles are very well illustrated.' -Ajay Suri, CEO for the Africa, Middle East business of an American MNC 'I have known Nitish's passion for brands since his days as a student and this book reflects his deep understanding of brand management. The most important differentiator of this book versus any other that I have read is the fact that each theoretical aspect of brand management is illustrated with a relevant case study. A book that practicing brand manager must have on his shelf!' -Ankur Agarwal, VP with a leading Investment Bank 'This book distils brand management into just a few key fundamentals, while capturing the nuances that brand managers all over the world grapple with on a daily basis. The clarity and conciseness of the fundamentals combined with well-chosen case studies to bring it to life makes for a smooth read! I would recommend it to marketers as it provides a clear roadmap on how to grow strong brands profitably. It is a practical handbook for managers looking to develop and instil in their team the fundamental principles of brand management'. - Leila Castaneda Mehra, Senior Marketing Manager for an FMCG giant in New Jersey"

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