

Reference

- 1) Keller, Parameswaran, Jacob (2015) Building, Measuring and Managing Brand Equity. Pearson
- 2) Kotler, Keller, Koshy, Jha (2009) Marketing Management: A South Asian Perspective. Pearson
- 3) Lamb, Hair, Sharma, McDaniel(2012) MKTG. Cengage Learning.
- 4) Ramaswamy, Namkumari (2013) Marketing Management. Macmillan Business Books
- 5) Aaker, D.(2002). Building Strong Brands. CPI Bath Press

Links

- 1)https://www.researchgate.net/publication/228607801_B2B_Brand_Management
- 2)<http://www.managementstudyguide.com/brand-management.htm>
- 3)<https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=9&cad=rja&uact=8&ved=0ahUKEwixxLzz-fSAhXFsY8KHfxoBDoQFgg8MAg&url=https%3A%2F%2Fwww.researchgate.net%2Ffile.PostFileLoader.html%3Fid%3D228607801>