

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
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Links

- 1)http://www.business-standard.com/article/management/innovation-powered-by-brand-stretching-113010900060_1.html
- 2) <http://www.brandextension.org/types.html>
- 3) <http://www.managementstudyguide.com/brand-extension.htm>
- 4)<https://www.extension.iastate.edu/agdm/wholefarm/html/c5-53.html>