

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)<https://www.forbes.com/sites/steveolenski/2015/09/15/brand-value-what-it-means-finally-and-how-to-control-it/#5b7c40ed13b2>.
- 2)<http://www.vantivemedia.com/brandmessaging.php>.