

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://books.google.co.in/books?id=sc1I27U4uigC&printsec=frontcover&dq=brand+management+books&hl=en&sa=X&redir_esc=y#v=onepage&q=brand%20management%20books&f=f