

# A Requiem for a Brand

Targeting the New-Age Consumer

PRADI P CHANDA

# A Requiem For A Brand Lotus Collection

**Pradeep Chandra**

## **A Requiem For A Brand Lotus Collection:**

A Requiem for a Brand Pradeep Chandra,2011-04-06 Drawing from his extensive business management experience Pradip Chanda turns traditional wisdom on its head when he proposes that brand loyalty is inversely proportional to the income and education levels of the knowledge consumer He examines how and why brands have become strategic assets traces the evolution of knowledge consumer and what can companies do to protect equity of the brands they have nurtured over decades A new approach to building brand loyalty that gives marketers a competitive edge in today s high tech high stakes and brand hostile environment The book combines the knowledge with engaging real life case studies and proven examples

**Lotus Magazine** ,1919    **Failure Management** William B. Rouse,2021-01-26 Failures are a common phenomena in civilization Things fail and society responds often very slowly sometimes inappropriately What kinds of things go wrong Why do they go wrong How do people and organizations react to failures and what are the best ways to react William B Rouse takes an analytic approach to these questions and addresses eighteen well known cases of high consequence failures He employs a multi level framework to integrate findings across the case studies and in turn uses these to outline a conceptual approach to integrated failure management Though diverse in their causes and outcomes his analysis shows that the conceptual design of an integrated approach to failure management can encompass each of the case studies all of which would have benefitted from the same conceptual decision support architecture This enables cross cutting system design principles and practices assuring that failure management in every new domain and context need not start with a blank slate

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