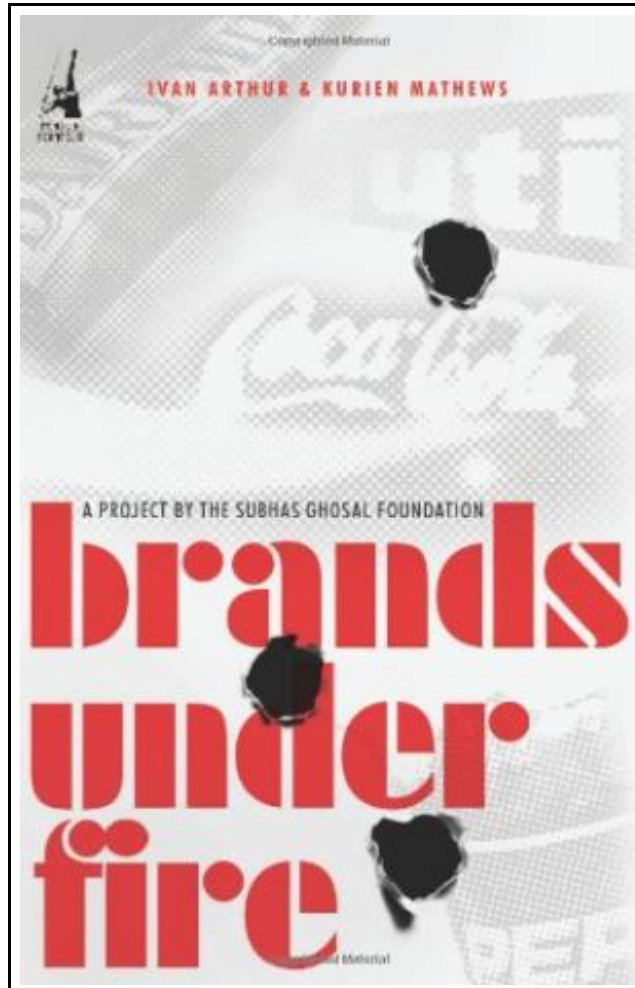


Brands Under Fire



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BRANDS UNDER FIRE



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Penguin Portfolio, New Delhi, India, 2008. Paperback. Book Condition: New. First Edition. Big brands, big companies, big budgets and yet, things can still go wrong. In fact, four of the country's most powerful brands were involved in major brand disasters: Cadbury's Dairy Milk Chocolates, Coca-Cola and Pepsi, and UTI's Unit-64 were hit by major problems: worms in chocolates, pesticides in colas and a catastrophe in the country's favorite mutual fund. In *Brands under Fire*, brand experts Ivan Arthur and Kurien Mathews use these case studies to cut through the common thinking on brand behaviour to submit fresh insights into the brands of the 21st century. In this book, the two authors, together with India's most respected personalities from the fields of marketing, communication, academics and social science, explore the whole meaning of a brand, not just in the reality of today's marketplace but also in the new global environment. Are we witnessing the fading out of the traditional concepts of the brand as a deliverer of consumer expectations and the arrival of alternative models? What impact does the reach of new media, aggressive social activism, changing global sensitivities, agricultural, industrial and economic practice, the unpredictability and uncertainty of an increasingly complex environment, and, above all, a fully participating consumer who influences the product and brand dynamics, have on brand behaviour and a brand's dialogue with the consumer? *Brands under Fire* questions whether there is a need to re-evaluate our relationship with brands and redesign it to make it more meaningful to go beyond the traditional concept of the brand as merely a transaction between seller and buyer to new definitions of what today's brands can be. *Brands under Fire* will earn a place on the bookshelves of frontline managers, strategists and practitioners alike. Printed Pages: 232. Size: 14 x 22 Cm.



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