



Holistic Approaches to Brand Culture and Communication Across Industries

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Description

The world of brands is undergoing a sea of change in the domain of consumer culture and it has become a challenge to cater to the minds of audiences. As such, effective branding has moved from being product- and service-oriented to organizational- and social movement-oriented.

Holistic Approaches to Brand Culture and Communication Across Industries is a pivotal reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Featuring extensive coverage on relevant areas such as consumer behavior, observational research, and brand equity, this publication is an ideal resource for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Topics Covered

The many academic areas covered in this publication include, but are not limited to:

- Brand Equity
- Celebrity Endorsement
- Consumer Behavior
- Cross-Cultural Branding
- Marketing
- Observational Research
- Public Relations
- Social Media

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About the Contributors

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Author(s)/Editor(s) Biography

Sabyasachi Dasgupta holds double Masters - MBA in Marketing and Human Resource and Masters in Higher Education Andragogy. Currently, Dr. Dasgupta is an Assistant Professor at O. P. Jindal Global University, Haryana (India) and teaching in the areas of marketing and management. Dr. Dasgupta is the first Doctorate Fellow from Mudra Institute of Communication (MICA), Ahmadabad and has taught subjects like branding, marketing, advertising, research, consumer behaviour, communication and culture, media ethics and corporate social responsibility. He has handled the brands like Big Bazaar, Pantaloons, Airtel and Tata Indicom. He was an Assistant Professor at Symbiosis Institute of Media and Communication (SIMC), Symbiosis International University, Pune. He was the Head of the Department for Brand Communication. He has also taught in Florida State University and worked as research scholar with foreign professors.

Santosh Kumar Biswal has an M.A., M.Phil., PGDJMC, UGC-NET and PhD to his credit. Currently, Dr. Biswal is working as an Assistant Professor with Symbiosis Institute of Media and Communication, Symbiosis International University, Pune (India). Before joining Symbiosis International University, he has worked with Andhra Loyola College, Hindustan Times and Tara Projects Association. He was a university topper and gold medalist in Social Communication from Utkal University, Bhubaneswar, India and a University Grants Commission (UGC) fellow. His work experiences indicate the credentials of teaching and industry associations. His teaching interests include Development Communication; Media, Culture and Society; Media Research; and Writing for Media. He takes part in seminars, conferences, workshops and training programmes from time to time.

M. Anil Ramesh has an MBA and PhD to his credit. Dr. Ramesh is the Academic Director at Siva Sivani Institute of Management, Secunderabad (India) and a professor in marketing. He has academic experience of over 20 years in India and at Bahirdar, Ethiopia, East Africa. He has industry experience of over 10 years including a stint in Muscat, Sultanate of Oman. He has been teaching marketing in different institutes like College of Management and Economic Studies, UPES, ICBM, SBE, Hyderabad, Department of Management, Dundigal, Hyderabad, Department of Management, faculty of Business & Economics, Bahirdar University, Bahirdar, Ethiopia, to name a few. He is the author of a very popular marketing and advertising blog "Draniel-marketingmusings.blogspot.com." This blog has 492,100 page views as of March 15, 2017. For the last three years, he is also the contributing author for Hans India, a leading daily English newspaper which is being published from Hyderabad. The weekly column titled "B-Buzz" has generated a good response from the readers. He has 16 publications to his credit in national and international journals and he has been invited to a number of talks, MDPs and FDPs and conferences of national and international repute.

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