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perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive



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advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or

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degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions,

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causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of

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transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place

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short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn  
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Narendra Modi and the BJP in 2014 and again in 2019 demands a nuanced exploration of the factors that led to it. Though the role of the middle class and the media in the making of what is called the



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‘ Modi Wave ’ is often talked about, a clear-eyed and unbiased look at how they transformed the political landscape in post-liberalization India is still wanting. This book studies how the Indian middle

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class, once seen as politically indifferent, has gradually become a player of importance. This change, which slowly began in the 1990s, has now reached a crescendo, and Modi has become the icon of the changing

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economic demands of the middle class and their ideological rightward shift. The new middle class played a decisive role in the electoral outcomes of 2014 and 2019—two elections that have undoubtedly changed the

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way India imagines itself and how the rest of the world sees India. Modi ' s management of mainstream and social media—primary consumers of which is the ever-growing middle class—has played a key role in

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his emphatic victories. This book will help the reader understand the arsenal that Modi used in these elections and is a must-read for scholars of politics, media studies and sociology.

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