



# Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation

Sharad Sarin

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## Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation

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#### Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation **Sharad Sarin**

This book aims to uncover the hidden power of brand and brand building for B2B marketers. It focuses on the need of B2B branding from the point of view of Indian markets and helps accelerate the transformation of all the big and small B2B brands to gain competitive advantage.



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