## Advertising and Brand Management



Dr. Bhuwan Gupta

Dr. Himanshu Gupta

Dr. Nisha Agarwal

## Advertising and Brand Management

Dr. Bhuwan Gupta Dr. Himanshu Gupta Dr. Nisha Agarwal



Published By:Book Rivers

Website: www.bookrivers.com

Email: publish@bookrivers.com

Mobile: +91-9695375469

1ST Edition: -2023

MRP: 400/-INR

ISBN: 978-93-5842-417-1

Copyright©: Authors

## All Rights Reserved

No part of this publication may be reproduced, transmitted or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying recording or otherwise, without the prior permission of the author.

[PRINTED IN INDIA]