




The 7 Principles of Brand Management

By Mr. Nitish Rai Gupta

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Editorial Review

About the Author

"Having completed his MBA from IIM Calcutta, Nitish had the opportunity to work with Procter and Gamble International Operations, based out of Singapore. There he worked with Beauty Care business unit, handling Hair-Care brand for the ASEAN (Philippines, Thailand, Indonesia, Malaysia, Vietnam, and Singapore), India and Australasia markets. He worked on launching new brands as well as aggressively growing existing brands across these markets. Thereafter, he moved to Dubai where he was handling the complete Ketchup and Condiments portfolio for Heinz Africa and Middle East. As the marketing manager there, he helped build the Heinz portfolio in more than 20 countries across the Africa continent and Middle East Asia. Currently he is based out of Gurgaon, India, where he is handling innovations and marketing for an American MNC. Apart from building brands in international markets, he is passionate about teaching and takes lectures in marketing at business schools. "

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