

- This link contains an electronic copy of a book that you will use to write and solve an assessment:
http://www.kvimis.co.in/sites/kvimis.co.in/files/ebook_attachments/Keller%20Strategic%20Brand%20Management.pdf
- You have to use chapter 1,2,3 & 4 to solve and write this assessment
- Note: don't use the other chapters in this book to solve and write the assessment
- Note: You can use other books as an other reference with this book as well