A study of Indian companies and their approach to brand valuation

Thought Leadership • September 1, 2011

Madhu Rewari notes how, with an increased awareness of the value that intangibles bring to the table, companies are making a conscious effort to create and identify such assets. It is well established that valuing brands is essential when assessing a company's market position. This chapter showcase some of the top-ranked Indian companies which have successfully leverages their brands – in addition to their global operations, overseas expansions and a strong foothold in the domestic market – to move up in the global rankings. *This chapter was published in IP Value 2011.*

Read more

RELATED INDUSTRIES

ARTIFICIAL INTELLIGENCE

RELATED PRACTICES

COPYRIGHT