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Managing Brand Equity In Business-To-Business Firms: A Perceptual Study Of Employees And Buyers

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Abstract

Initially branding was recognized as a strategic weapon only in consumer markets as marketers believed that branding is highly influenced by customer emotions. Since Business-to-Business (B2B) buying is fundamentally rational in nature, therefore, there is little scope for branding in it. However, during the past few years many marketers have realized the strategic importance of branding in Business-to-Business markets, and as a result they have been seriously focusing on branding in such markets too. Consequently, brand building research has emerged at the forefront to guide firms in their endeavor to build strong brands. To work out an appropriate