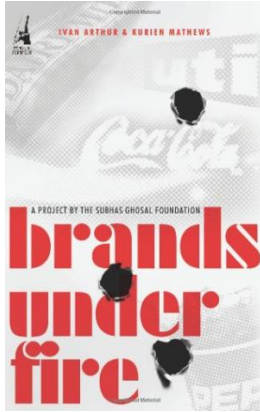


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BRANDS UNDER FIRE



Penguin Portfolio, New Delhi, India, 2008. Paperback. Book Condition: New. First Edition. Big brands, big companies, big budgets and yet, things can still go wrong. In fact, four of the country's most powerful brands were involved in major brand disasters: Cadbury's Dairy Milk Chocolates, Coca-Cola and Pepsi, and UTI's Unit-64 were hit by major problems—worms in chocolates, pesticides in colas and a catastrophe in the country's favorite mutual fund. In *Brands under Fire*, brand experts Ivan Arthur and Kurien Mathews use...

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