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# **Brand Management Metrics**

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The goal of this series is to create a platform for both established and emerging scholars to present their findings in a way that transcends traditional academic silos. By promoting interdisciplinary collaboration and integrated thinking, the series contributes to the advancement of knowledge and the resolution of complex global challenges that require multi-perspective approaches. We believe that sharing diverse voices and research methodologies can catalyse meaningful progress across fields and foster a more informed and connected scholarly community.

This volume offers unique insights and case studies contributed by experts and researchers from around the world. Each chapter reflects the authors' individual perspectives and scholarly expertise. Readers are encouraged to engage critically with the content, reflect on the findings, and explore how these insights may apply to their own fields of interest or professional practice.

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# Preface of the Series

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As the global marketplace becomes increasingly competitive and consumer behavior more complex, the need for structured and measurable brand strategies has never been greater. While creativity remains at the heart of branding, it is metrics that provide the clarity needed to guide, assess, and refine brand-building efforts. This volume, focused on **Brand Management Metrics**, seeks to bridge the gap between abstract brand concepts and tangible business performance through data-driven insights.

Brand equity, loyalty, perception, awareness, and engagement are no longer intangible ideals they are measurable dimensions that directly influence a company's success. In editing this collection, our goal was to present a comprehensive view of the metrics that matter most in today's branding landscape. Each contribution has been carefully selected to highlight both foundational principles and emerging practices in brand measurement, offering a well-rounded perspective for academics, practitioners, and students alike.

The chapters in this work cover a wide spectrum from traditional performance indicators like Net Promoter Score (NPS), Brand Recall, and Customer Lifetime Value, to more contemporary approaches that leverage digital data, sentiment analysis, and real-time tracking. What unites these diverse viewpoints is a shared emphasis on accountability and strategic insight.

We believe that this compilation will serve as a valuable resource for anyone seeking to understand how strong brands are built and sustained through the intelligent application of metrics. Whether you are developing a brand, managing one, or studying the impact of branding on business outcomes, the tools and perspectives offered here will help you see beyond the logo and into the true value of a brand.

It has been an enriching experience to curate these contributions, and I extend my sincere thanks to all the authors, researchers, and practitioners who made this work possible. I trust that the ideas and insights presented will inform and inspire the next generation of brand leaders.

# **Editor of the Series**

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# TOC

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<b>Chapter No.</b>	<b>Title</b>	<b>Page No.</b>
I	<b>A Comprehensive Framework for Brand Management Metrics in Assessing Brand Performance</b> Dr. Aarti Deshmukh and Rajeev Malhotra	1-15
II	<b>A Comprehensive Framework for Measuring Brand Success and Key Metrics</b> Dr. Sneha Kapoor and Dr. Vikram Sharma	16-30
III	<b>A Metrics Driven Approach to Brand Management and Brand Health Check</b> Priya Mehra and Dr. Karan Patel	31-47
IV	<b>A Framework for Evaluating Brand Performance Metrics</b> Swati Iyer and Mohit Reddy	48-62
V	<b>A Guided to Measuring Brand Success and Step by Step Guide to Measure and Managing Brand Performance</b> Dr. Neha Verma and Dr. Rajesh Kumar	63-76