

Brand equity analysis of Nokia mobile phone

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ABSTRACT

Nokia is a powerful brand. It is a truly global brand. Key theme of Nokia is to accelerate and innovate. Nokia is focused on innovative ways of working together with the telecom service operators to accelerate growth in the mobile market. But the recent years is tough time for the mobile-phone giant as its market share has slipped and younger buyers turn to rivals such as Samsung, Karbonn and Miromax. It has a dual challenge in front of it. The first one is growing and building brand on its core competency of innovation and technology leadership. The second one is managing its brand well, so that it remains the leading brand in the segment. Nokia must rethink its strategies if it is to meet these challenges.

KEY WORDS : Brand identity, Brand loyalty Brand equity

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