

# Horizon Incorporated organizes "The Brand Influence" seminar

**Publisher:** Dawn

**Year:** 2000

## DAWN

Karachi, Wednesday, November 29, 2000

### Horizon Incorporated organizes "The Brand Influence" seminar



Horizon Incorporated, a human resource consultancy, recently organized "The Brand Influence" seminar which focused on current branding and marketing strategies and needs. The seminar was conducted by Dr. Nirmalya Kumar - a Professor of Marketing and Retailing at the International Institute for Management Development (IIM) Switzerland. During the course of the seminar, a local perspective was also shared by National Foods Limited and Hilton Pharma through their respective presentations which discussed the corporate transition through effective branding strategies.