

The Brand Influence

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Dr. Nirmalya Kumar, a Professor of Marketing and Retailing at the International Institute for Management Development (IMD) Switzerland will be delivering a lecture on "The Brand Influence" on November 24, 2000 at the Karachi Sheraton Hotel. The one-day seminar that will primarily focus on today's branding trends, result-oriented strategies and Consumer Relationship Management (CRM) is organized by Horizon Incorporated, a leading Human Resource Consultant.