BUSINESS RECORDER
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‘The Brand Influence’ seminar

Karachi, November 22, 2000

Horizon Incorporated, a human resource consultancy, has organized "The Brand Influence" seminar on November 24, 2000 at the Karachi Shangri-la Hotel. The seminar will focus on current branding and marketing strategies and conducted in collaboration with organizations, namely, Myer Industries Limited, Hilton Perman (Pvt) Ltd., and Smithkline Beecham.

The one-day seminar will be conducted by Dr. Srikanth Ramaswamy, PhD in Marketing from Kellogg Graduate School of Management who is currently Professor of Marketing and Retailing at the International Institute for Management Development (IMD) Switzerland. IMD has been ranked #1 in Europe and #3 worldwide by The Financial Times and this is the first time that a speaker is coming to Pakistan from this esteemed institute.

Dr. Kumar will primarily focus on today's branding trends, revitalized strategies, needs and the role played by Customer Relationship Management (CRM) in the whole equation. The seminar will also serve as an excellent platform for industry marketers and middle management to discuss marketing and advertising issues, through interactive case study discussions on dimensions of value, organizational culture, and innovation, followed by focused presentations.