



# Tata: The Evolution of a Corporate Brand

By Morgen Witzel

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## Tata: The Evolution of a Corporate Brand By Morgen Witzel

A series of high-profile acquisitions, including Jaguar Land Rover and Corus Steel, together with the launch of the Nano (the world's first Rs. 1 Lakh/ below US\$ 2500 car), is set to change our perception of India: on the threshold of becoming a truly global brand. \*s oldest and most respected corporate brand. With a major international presence, in a variety of areas including steel, tea, chemicals, communications and software, Tata now stands 65th in the world brand valuation league. But what is the Tata brand all about? What are its values? How do people perceive it, in India and around the world? In this absorbing and informed book Morgen Witzel digs into the heart of the Tata enterprise, describes its origins, how Tata's reputation and image evolved, and how the group has worked to transform that image into a powerful and valuable brand. Tata: The Evolution of a Corporate Brand goes to the core of the Tata ethos to explore the unique relationship between the Tata group and the Indian people, a relationship that goes beyond the achievements of a successful business to its social contributions for its employees and the society at large. Finally it asks how that reputation will be perceived and understood as Tata moves into global markets. Whether you're an entrepreneur, a manager, a marketer, or an interested Tata loyalist this book will help you understand the durability of the brand and inspire you with the values it holds onto in the global economy.

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## **Editorial Review**

### About the Author

Morgen Witzel is an internationally known writer, lecturer and consultant. He is honorary senior fellow at the University of Exeter Business School, senior consultant with the Winthrop Group of business historians, and editor in chief of Corporate Finance Review. His fourteen previous books including Management: The Basics, Fifty Key Figures in Management, Builders and Dreamers: The Making and Meaning of Management, Doing Business in China, Managing in Virtual Organisations and the forthcoming Management History: Text and Cases. He has written the Gurumantra column for the Smart Manager since 2002. He is currently researching a profile of the Tata corporate brand, Brand Tata, to be published by Penguin India in 2010.

## **Users Review**

### **From reader reviews:**

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Reading a reserve tends to be new life style with this era globalization. With studying you can get a lot of information that will give you benefit in your life. With book everyone in this world may share their idea. Textbooks can also inspire a lot of people. A lot of author can inspire their own reader with their story or maybe their experience. Not only the story that share in the publications. But also they write about advantage about something that you need illustration. How to get the good score toefl, or how to teach children, there are many kinds of book which exist now. The authors nowadays always try to improve their ability in writing, they also doing some analysis before they write to their book. One of them is this Tata: The Evolution of a Corporate Brand.

#### **Raymond Smith:**

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