

VIDEO LINKS ADVERTISEMENT AND BRAND MANAGEMENT

<https://archive.nptel.ac.in/courses/110/107/110107161/>

<https://www.youtube.com/watch?v=0dX0g5XFm8g>

<https://www.youtube.com/watch?v=RrR9yfKVFRA>

<https://www.youtube.com/watch?v=3HKbGH4bjoM>

<https://www.youtube.com/watch?v=b2vdmoOMcz0>

<https://www.youtube.com/watch?v=z-NMSMoYfpE>