

From Russia with Love: Exploring Brands in Russia

Dr. Freda Swaminathan
Professor
FORE School of Management, New Delhi.
Email - freda@fsm.ac.in

Abstract

The Russian economy has seen a growth of both global and local brands in the country. The paper is exploratory in nature and will discover the rise of branding in Russia. This study will look at the major brands in Russia and see how these brands have been developed in light of global brands that have entered Russia and other competitive brands. The paper will refer to the study of brand equity of leading Russian brands and will explore the growth of the brands in light of the market reforms and economic conditions that dominate the Russian consumer market.

Key Words: Brands, Brand Equity, Global, Consumer

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