



Confederation of Indian Industry

22
YEARS
BRAND CONCLAVE

ASIAN BUILDING & SUSTAINING STRONG GLOBAL BRANDS IN ASIA BRAND STRATEGY

22nd CII BRAND CONCLAVE

21 December 2023 | 0845 - 1800 hrs | Taj Taal Kutir | Kolkata

Marketing Masterclass with *Martin Roll*

One of the most experienced and sharpest Brand Strategists of the WORLD. Martin Roll is a Global Strategy & Transformation Expert, Senior Advisor to FORTUNE 100 companies and Global Best-Selling Author. Board Advisor and Business School Educator. INSEAD Distinguished Fellow and Harvard Board Advisor.



“A strong brand can differentiate a company from its rivals, make it stand out from the competition, successfully influence consumer purchase decision, build customer loyalty, and boost the company's financial performance”

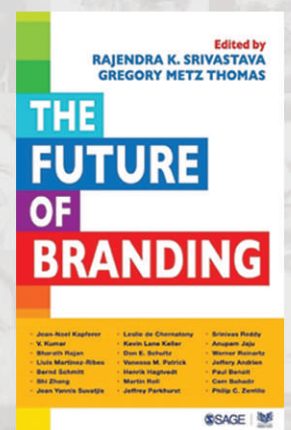
“An insightful look into branding as strategic tool for Asian companies- **Asian Brand Strategy** by Martin Roll is a brilliant, incisive read. A treasure of ideas and case studies, this compelling new book discusses the challenges Asian corporations face to stay relevant in today's dynamic, global market.” - N.R. Narayana Murthy, Founder, Infosys

Martin Roll

Senior Advisor to Fortune 100 companies and Best-Selling Author. INSEAD Distinguished Fellow and Harvard Board Advisor.

Martin Roll is a Global Strategy & Transformation Expert, Advisor to Asian conglomerates, family-owned businesses, and family offices. He is the author of the global bestseller “Asian Brand Strategy” and co-author of “Future of Branding”.

Keynote Speaker
of **THINKERS50**,
In **INDIA** For The
First Time



Leading Books of Martin Roll

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INDIA'S BIGGEST BRAND MANAGEMENT WORKSHOP