

**Tata: The Evolution Of A Corporate Brand**  
**By Morgen Witzel**

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Aug 01, 2010 In "Tata: The Evolution of a Corporate Brand The Evolution of a Corporate Brand," management author Morgen Witzel Economy & Business Times New

<http://blogs.wsj.com/indiarealtime/2010/08/02/tatas-new-brand-ambassador/>

Morgen Witzel is an honorary senior fellow at the University of Exeter Business School, and a senior consultant with the Winthrop Group of business historians. He is

<http://www.amazon.in/Tata-Morgen-Witzel/dp/0670084069>

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Tata the making of a unique global corporate brand . Exeter Business School Morgen Witzel to write his latest book Tata: The Evolution of a Corporate Brand,  
<http://www.tata.com/media/reports/inside.aspx?artid=razymqFs3Ok=>

Tata:The Evolution of A Corporate Brand is a relevant read for these times as we celebrate and much discuss the rise of entrepreneurial spirit among Gen. X and Gen. Y

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Morgen Witzel is a Fellow of the Centre for Leadership Studies at the The Evolution of a Corporate Brand and Doing Business in Tata Morgen Witzel. <http://www.penguinbooksindia.com/en/content/morgen-witzel>

By Vilasini Roy The Evolution of Corporate Brand Morgen Witzel Penguin the story of India, and in writing about Tata, author Witzel charts the distance the <http://www.tehelka.com/in-many-ways-this-is-the-story-of-india/>

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Jul 29, 2010 Tata brand yet to make a global splash: Morgen Witzel, UK s Winthrop Group. ET Bureau Jul 30, 2010, 'Tata: The evolution of a corporate brand'. [http://articles.economictimes.indiatimes.com/2010-07-30/news/27581339\\_1\\_tata-brand-tetley-corporate-brand](http://articles.economictimes.indiatimes.com/2010-07-30/news/27581339_1_tata-brand-tetley-corporate-brand)

Feb 26, 2010 This is the official trailer to the upcoming feature documentary film, "The Evolution of Dad." <http://www.youtube.com/watch?v=3hHK4ZKq0nI>

Fourth Dimension Inc. > Management by Consciousness > Human Potential > Branding by Values: The Tata Witzel, Business Evolution of a Corporate Brand, by <http://fdi.aurosociety.org/management-by-consciousness/human-potential/branding-by-values-the-tata-way/>

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Tata, as a business group and as a brand is a study in itself. Being old, it has a long, well defined and well documented history. It has multitudes of brands as they

<http://www.anureviews.com/tata-the-evolution-of-a-corporate-brand-by-morgen-witzel/>

Author: Witzel, Morgen. Publisher: New Delhi : Penguin Portfolio, 2010. ISBN: 9780670084067 : Format: Books: Physical Description: xvii, 222 p. :ill. ;24 cm.

<http://www.nlb.gov.sg/newarrivals/itemdetail.aspx?bid=13808436>

Aug 28, 2014 One of the detached writing of the Tata group and what it means to its stakeholders. For anyone who wants to study corporate brands, it definitely gives an

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Tata Group's focus on oneness gives it value: Muthuraman : "Tata: The Evolution of a Corporate Brand," penned by UK Witzel said the "sense of continuity

<http://www.tata.com/media/reports/inside.aspx?artid=lscltdXGdRk=>

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Indian manufacturers Tata Motors have quite the history under their belt, starting with the company's foundation in 1945 as a locomotive producer.

<http://www.autoevolution.com/tata-motors/>

10:38. Remembering Jamsetji . 03:41. About the Tata group . 04:06. Chairman Cyrus Mistry congratulates Tata Chemicals on its special milestone . 23:32. Tata First Dot

<http://www.tata.com/Video/VideoPreview/Rohit-Khosla-speaks-about-the-evolution-of-the-Taj-Samudra-brand-in-Sri-Lanka>

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<http://www.tehelka.com/2010/08/in-many-ways-this-is-the-story-of-india/>

Oneness with the society, fundamental to HALLMARKS: Morgen Witzel , author of "TATA: The Evolution of a Corporate Brand According to Mr. Witzel,

<http://www.thehindu.com/books/oneness-with-the-society-fundamental-to-tata-group/article550105.ece>

In this absorbing and informed book Morgen Witzel digs into the heart of the Tata  
Tata: The Evolution of a Corporate Brand goes to the core of the Tata

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Over the past 150 years the Tata brand the evolution of a corporate brand, Witzel highlights The evolution of a corporate brand Author: Morgen Witzel

<http://www.carmagblog.co.za/reviews/tata-%e2%80%93-the-evolution-of-a-corporate-brand/>

Tata: The Evolution of a Corporate Brand In Tata: The Evolution of a Corporate Brand, management author Morgen Witzel tries to outline,  
<http://blogs.wsj.com/indiarealtime/tag/tata-the-evolution-of-a-corporate-brand/>

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