

FROM THE DEAN'S DESK

Dear Learner,

Brand Management is one of the most powerful and rewarding careers in business.

When you manage a brand, you are not just running campaigns and coordinating activities. You are shaping meaning. You are influencing choices. You are driving growth. You are stewarding one of the most valuable assets a company owns.

Warren Buffet said, “Your brand is the moat that protects your business fortress.”

But today, the discipline has been diluted, reduced to tools, templates, and short-term metrics. That is why we created The Specialist Brand School.

We exist to restore Brand Management to its rightful place, as a serious business discipline and craft.

Our flagship program, the Post Graduate Program in Brand Management (PGP-BM), is designed to shape brand thinkers and future brand leaders.

Built on first principles, deep consumer understanding, and rigorous practice, the program develops judgment, not just skills.

If you are serious about building enduring brands this program is for you.

I look forward to welcoming you to The Specialist Brand School.



Anand Narasimha

Dean & Professor-of-Brands