E-Branding Development Process for Entire Organization

Miss Parinaz R. Masalawala and Sherebanu Bhanpurawala

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra

parinazmasalawala89@gmail.com

Abstract*: E-Branding on the web is the following rush of individual and expert turn of events. An individual E-Brand is the way you introduce yourself on others in the market meanwhile having a computerized portrayal on the web. It very well might be what your identity is and what you address regarding mission, character, including abilities, mentalities, values, vision, and look. The amount of all that you are and the way in which you project your image on others, whether it is on the web or disconnected. Thusly, on the off chance that your name is being introduced in a blog just, this blog is your own E-Image. In the event that you have remarked on ten sites and three people to person communication profiles, the extent of this commitment is your image - it is the manner by which individuals see you. Everybody can and should foster an E-Brand. There is no boundary to section as the marking cost has been decreased because of which E-Brands are based on insignificant monetary costs*

Keywords: E-Brand, On the web, Vision, Long range interpersonal communication, Individual, Abilities

Copyright to IJARSCT
www.ijarsct.co.in

ISSN
2581-9429
IJARSCT

142