

A Management Method of the Corporate Brand Image Based on Customers' Perception

Soumy Arun Baswal

Tecnia Institute of Advanced Studies, New Delhi

Abstract: *In the present competitive business environment, corporate brand image has become a crucial factor that determines how customers view and evaluate an organization. A company is no longer judged only by the quality of its products or services but also by the overall image it creates in the minds of customers. This image is strongly influenced by customers' perceptions, experiences, and emotional responses toward the brand. The purpose of this research paper is to study corporate brand image from a customer-centric perspective and to analyze management methods that help organizations build and maintain a positive brand image based on customer perception. The study highlights how customer trust, satisfaction, and consistent brand communication contribute to long-term brand value and organizational success.*

Keywords: *analyze management methods*