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E-business is a word that has many meanings. Many times it is used as an adjective to illustrate how a business runs the majority of its operations online. More technically it is defined as the process of an organisation integrating its business processes with ICT (DTI, 2000). Dr Dave Chaffey (2009), a leading author on e-business, builds upon the DTI definition. He explains e-business as any exchange between or within businesses that is electronically mediated. Thus any business process carried out through ICT can be regarded as e-business.

The elementary reasons behind branding online and offline are similar due to the benefits they provide. Chernatony and McDonald (1992) make clear that strong branding is something that exceptionally adds apparent value to a product. This apparent added value comes at par with the needs of consumers more effectively than competition and thus makes one product more desirable than another. From this definition it is clear that the strength of a brand depends on customer perception. This is important to understand and must be taken care of while brand building both online and offline. However, the way in which an effective online brand is created is entirely different to how an effective offline brand is.

The key to effective online brand building is the experience that customers have with a brand via company's website. The company website is the most important interface between the customer and a company and therefore it should represent the image the company seeks to depict. Having a well-designed interactive website allows customers to experience a brand first-hand.

Online Brand Management is also referred to as the Internet brand management. For making success in one's online business, it is very important that one looks in detail on the brand management services. Brand management services are the core of internet brand management and no matter whether it is small business or large business; it needs sound online branding services working behind. The question is how to get the best and sound online branding services. The best way would be to do research and analysis by comparing the services of some good and reliable brand management service companies. Select on the best from the best of the brand management service company.

Brand management on Internet carries out numerous distinctive procedures, and the crucial ones among them are reputation management analysis. Almost every e-business wants to go for the brand reputation management analysis at some point of time. This can be done by professional Internet marketing company. Therefore, in order to get the best online reputation plan, make sure to get a professional internet marketing company. An effective online reputation plan will keep one safe in e-business. Thus, maintaining a brand reputation through Internet is easy go process.

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