



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

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AAGBS EXPLORES THAILAND'S BRANDING LANDSCAPE THROUGH SPECIAL LECTURE

The Brand in Action: A Special Lecture on Branding in Thailand AAGBS is thrilled to present an exclusive lecture on the current branding landscape in Thailand. This insightful session provides students with a real-world perspective on branding strategies and challenges in a dynamic market. This is an opportunity to gain valuable exposure to the intricacies of branding and enhance understanding of the field. Special thanks to Dr. Konrawan Rattanaburi from Walailak University International College, Thailand and Chonlapat Kongsricharoen (Fiat) Senior Brand Manager, KFC Thailand, for the sharing session.





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