Pantene Case Study. Individual Assignment: Indian Institute of Management Bangalore Case study on Market Research for Pantene. Referring to the given case, Nielsen: Market Research for Pantene, what are the summary reasons for decline in market share of Pantene? What marketing strategy do you propose for Pantene to reclaim lost market share? APA format ,more than 1100 words(Not counting references) First PDF file"Pantene" is related to this case study The rest are PPTs related to this subject"Marketing Strategy"