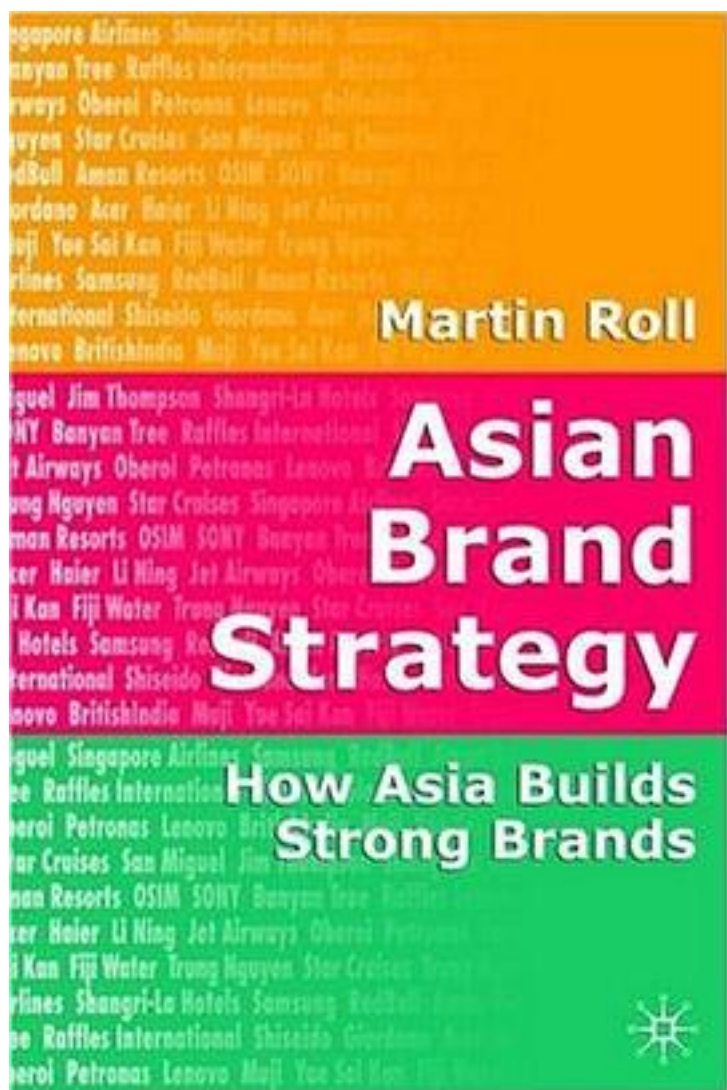


Asian Brand Strategy



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Towards 2020, a rapid changing landscape will emerge in Asia where the opportunities for Asian companies to benefit from international branding efforts will be larger than ever before. The growing emphasis on shareholder value and brand strategy to drive value will move up the boardroom agenda and become one of the most prominent drivers of value in Asia Pacific.

Asian Brand Strategy offers insights, knowledge and perspectives on Asian brands and branding as a strategic tool and provides a comprehensive framework for understanding Asian branding strategies and Asian brands, including success stories and challenges for future growth and strengths. The book includes theoretical frameworks and models and up-to-date case studies on Asian brands, and it is a must-read for Asian and Western business leaders as well as anyone interested in the most exciting region of the world.

The book presents the Asian Brand Leadership model illustrating the paradigm shift Asian brands need to undertake to unleash their potential.

First, mindsets and practices need to change in the Asian boardroom. The book invites a complete shift in the way Asian boardrooms think of branding: from a tactical view to a long-term, strategic perspective, from fragmented marketing activities to totally aligned branding activities, from a vision of branding as the sole responsibility of marketing managers to branding as the most essential function of the firm led by the boardroom.

Second, this new perspective must be steeped into a more acute perspective on the consumer behaviour patterns. Asia is not a homogenous entity. Even more importantly, Asian countries are more and more traversed by cultural flows permeating the region: cinema, music and fashion trends that are present extend beyond national borders to capture the imagination of millions. Branding and brands do not operate in vacuum, but are closely linked to developments in society, to people and to cultures.

Third, managers wanting to succeed in Asia need to abandon the idea of an oriental Asia of the past. Asian consumers are all vying for an Asian type of modernity that has nothing to do with colonial imagery.

Fourth, to create iconic brands, Asian managers will have to become trendsetters. The perspective developed in this book is that, in order to be successful, Asian brands need to capture the spirit of the region, but they also need to lead the way by creating that spirit.

Finally, this shift can be achieved only if everybody in the company is convinced by the power of branding and if all strategies and actions are aligned around the brand. This must be led by the Asian boardroom.

作者介绍:

目录:

[Asian Brand Strategy_下载链接1](#)

标签

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评论

for practitioners

中英文版的我都读过，不过中文版的书至今还没有面市，正在编辑之中，估计没几个人看过~~~这是很好的一部书，谋篇布局十分系统，而且是在金融危机以后写的，很多地方见解独到，尤其是在花费了整整一个星期修改了某西班牙人写的文不通字不顺的《智慧型企业》之后，甚至觉得它是天外来物。。。不过在阅读的过程中发现有几处关键数据出现错误，比如，在说美国的研发比例时把27%说成2.7%。。。

Some good case studies.

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书评

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