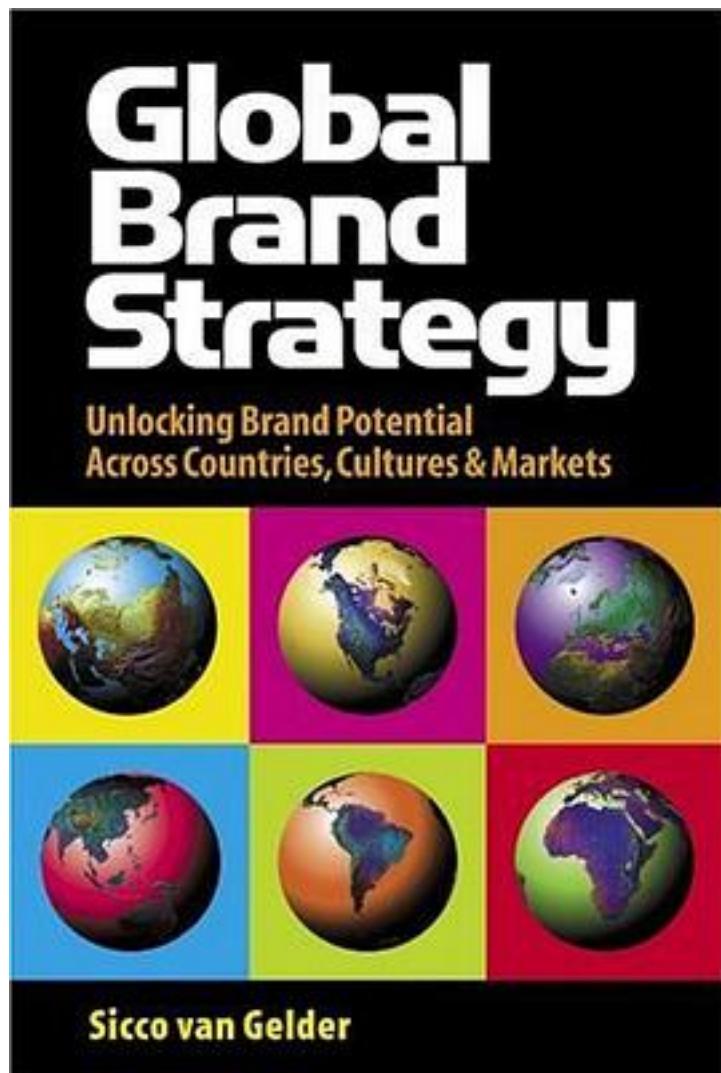


Global Brand Strategy



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"A triumph...the definitive work on the subject. Should be obligatory reading for academics and practitioners alike." (Simon Anholt, Chairman, Earthspeak, and author of "Brand New Justice"). "His analyses are accurate and enlightening, explained in a clear concise fashion without being unduly simplified for advanced marketers." (Jack Yan, CEO, Jack Yan and Associates). "A wonderful piece of work, extremely comprehensive and should provide an invaluable guide for brand management and development." (K.N. Tang Emeritus Chairman ACNielsen Asia-Pacific). "His contribution to global brand strategy is a considerable one, marrying as he does an in-depth knowledge of how brands work to a keen awareness of cultural particularities." ("The Journal of Brand Management"). The purpose of this book is to clarify for brand managers what they must consider when managing their brands across diverse cultures and markets throughout the world. Each brand has its own particular assets and vulnerabilities when it comes to extending across geographic and cultural borders. Brand managers can find themselves faced with a multitude of complex issues, not least the language barrier. "Global Brand Strategy" is the first book to provide a rigorous analytical framework that can be used comparatively across markets to reveal how to extend the brand and realise its true value. It includes contents such as: the brand environment; the brand expression; the brand domain; the brand reputation; the brand affinity; the brand recognition; local brand management; harmonising a global brand; extending a global brand; and, creating a new global brand. Containing a wealth of analytical models, real-life examples and global case studies, "Global Brand Strategy" will provide fresh insights for managers and students alike into how to ensure the success of extending a brand globally.

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