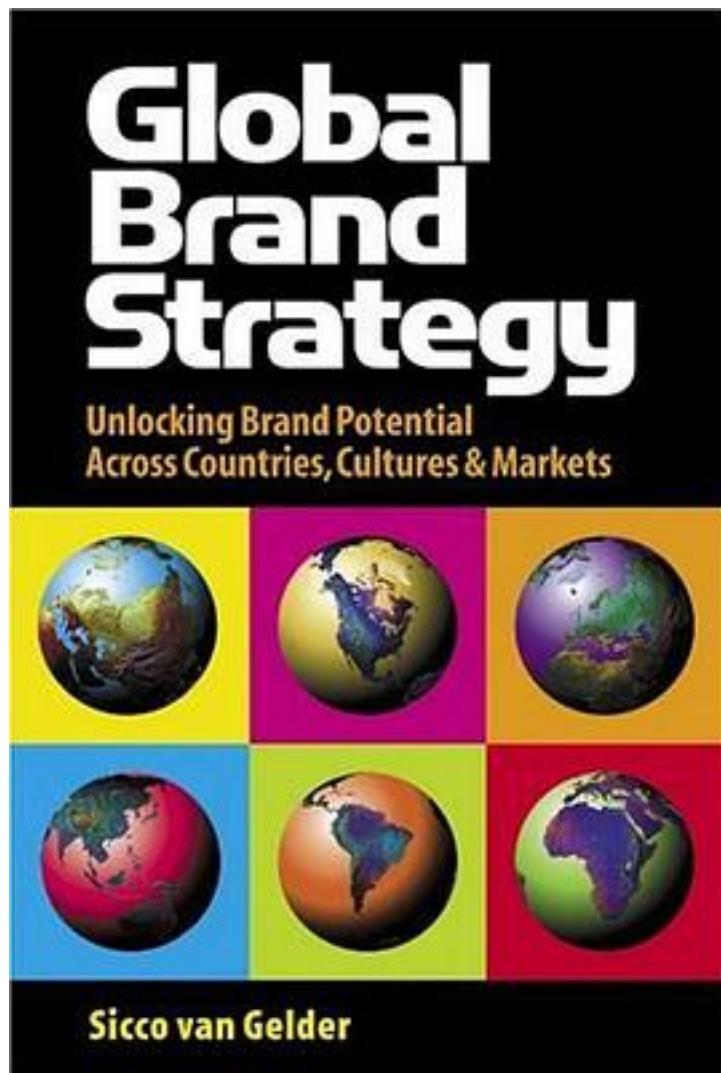


Global Brand Strategy



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This text aims 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 and this book provides a framework to be used comparatively across markets to reveal how to extend the brand and realize its true value. Topics include: the brand environment; the brand expression; the brand domain; the brand reputation; the brand affinity; the brand recognition; local brand management; harmonizing a global brand; extending a global brand; and creating a new global brand. Containing analytical models, real-life examples and global case studies, the book should provide fresh insights for managers and students alike into how to ensure the success of extending a brand globally.

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