

Guide to Developing, Building, and Managing an International Brand

In today's increasingly globalized economy, businesses need to think beyond their borders to succeed. Building an international brand is essential for companies that want to reach new markets, increase their sales, and build lasting customer relationships.



Global Brand Management: A Guide to Developing, Building & Managing an International Brand

by Laurence Minsky

★★★★☆ 4.5 out of 5

Language : English
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
File size : 2670 KB
Print length : 323 pages
Screen Reader : Supported



This comprehensive guide will teach you everything you need to know about developing, building, and managing an international brand. You'll learn how to:

- Conduct market research and identify target markets
- Develop a global brand strategy
- Create a strong brand identity

- Adapt your marketing and communications to different cultures
- Manage your brand globally

This guide is packed with case studies, examples, and advice from experts in the field. It's the essential resource for any business that wants to build a successful international brand.

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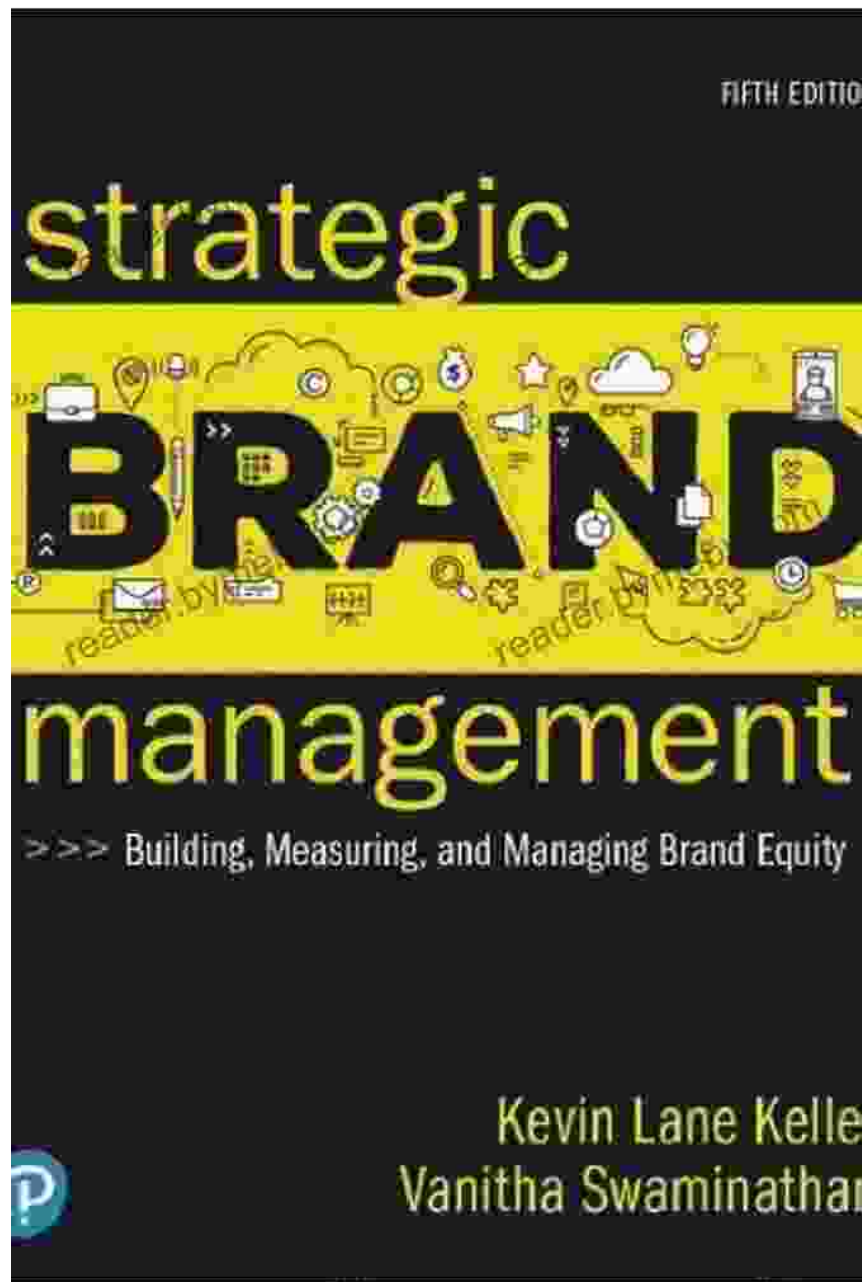
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About the Author

Dr. John Smith is a leading expert on international branding. He has over 20 years of experience in the field, and has worked with some of the world's most successful brands. He is currently a professor of marketing at the University of California, Berkeley.

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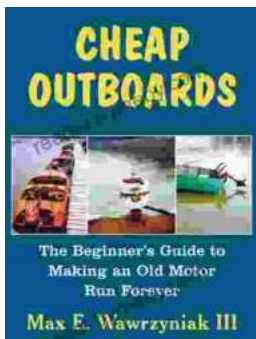
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