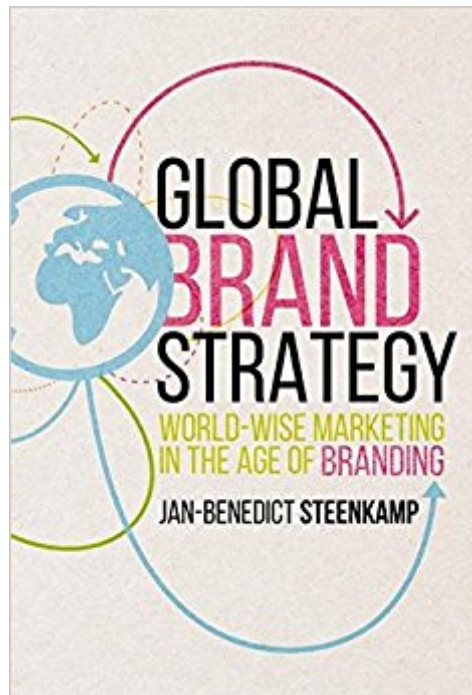




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Global Brand Strategy: World-wise Marketing In The Age Of Branding



Synopsis

Steenkamp introduces the global brand value chain and explains how brand equity factors into shareholder value. The book equips executives with techniques for developing strategy, organizing execution, and measuring results so that your brand will prosper globally. What sets strong global brands apart? First, they generate more than half their revenue and most of their growth outside their home market. Secondly, their brand equity is responsible for a massive percentage of their firm's market value. Third, they operate as single brands everywhere on the planet. We find them in B2C and B2B industries, among large and small companies, and among established companies and new businesses. The stewards of these brands have a set of skills and knowledge that sets them apart from the typical corporate marketer. So what's their secret? In a world that is globalizing, but not yet globalized, how do you build a powerful global brand that resonates universally but also accommodates local nuances? How do you ensure that it is dynamic and flexible enough to change at market speed? World-class marketing expert Jan-Benedict Steenkamp has studied global brands for over 25 years on six continents. He has distilled their practices into eight tools that you can start using today. With case studies from around the world, Steenkamp's book is provocative and timely. Global Brand Strategy speaks to three types of B2C and B2B managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.

Book Information

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Customer Reviews

"Global Brand Strategy" is a must read for all aspiring to understand how to thrive in global markets. It is absolutely chocked full of insight and practical advice on how to build a great multinational company, what to expect from customers and stakeholders around the world, and how to think about, build and grow global brand equity."Mark Durcan, CEO, Micron Technology

Consider these three facts. First, many businesses generate much of their revenue and most of their growth outside their home market. Second, their brands constitute a massive percentage of their firm's value. Third, their brands are just a keystroke away from customers overseas. The companies that have delivered the biggest increases in brand value over recent years operate as single brands everywhere on the planet. We find them in B2C and B2B industries, among large and small companies, and among established companies and new businesses. The stewards of these brands have skills and knowledge that sets them apart from the typical marketer. They know that an ill-conceived or poorly organized and executed global brand strategy will destroy rather than build their brand. But how do you ensure that your global brand is dynamic and flexible enough to change at market speed? How can you assure your global brand turns out to be a breadwinner rather than a basket case? International marketing expert Jan-Benedict Steenkamp, a professor at the University of North Carolina Kenan-Flagler Business School, has studied global brands on six continents for more than 25 years. He has distilled their practices into eight new tools that you can start using today. With case studies from around the world, Steenkamp introduces the global brand value chain and explains how brand equity factors into shareholder value. Provocative and timely, Global Brand Strategy will equip you with techniques for developing strategy, organizing execution, and measuring results so that your brand will prosper globally. Global Brand Strategy speaks to four types of B2C and B2B managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.

Global brands are ubiquitous and an important subject. This is the first book on global brands that combines the academic research, fascinating examples, and a useful framework for managers. Prof Steenkamp has produced what is for now the authoritative work on this subject. Highly recommended to anyone who either manages global brands or competes against them.

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