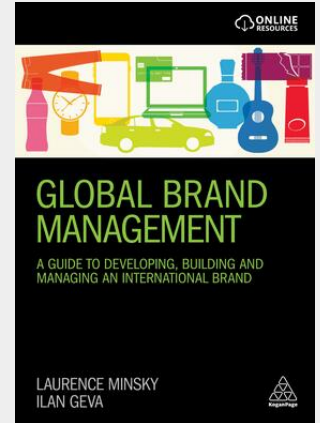


Minsky / Geva

Global Brand Management

A Guide to Developing, Building & Managing an International Brand

In today's hyper-connected world, any brand with a website or digital presence is 'global' by its very definition; yet in practice it takes an enormous amount of strategic planning and adaptability to successfully manage an international brand. Global Brand Management explores the increasingly universal scope of brand management. In an era when many brand managers will find themselves working for large multinationals operating across varied territories, categories and consumer groups, developing an understanding of both the opportunities and risks of multinational brands is truly essential. Meticulously researched, Global Brand Management shows readers how to manage an existing global brand, while simultaneously equipping them with the skills to build one from scratch. The text uses fascinating case studies including Oreo, Harley Davidson and Xiaomi to demonstrate the challenges of maintaining a stable brand identity when operating across territories with different languages, cultural values and logistics. With helpful pedagogy throughout and built-in features to enhance classroom learning, Global Brand Management is the perfect springboard for students to appreciate, enjoy and embrace the nuances and complexities of brand management on an international scale.



60,00 €

56,07 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780749483609

Medium: Buch

ISBN: 978-0-7494-8360-9

Verlag: Kogan Page

Erscheinungstermin: 26.11.2019

Sprache(n): Englisch

Auflage: 1. Auflage 2019

Produktform: Kartoniert

Gewicht: 566 g

Seiten: 328

Format (B x H): 172 x 237 mm

