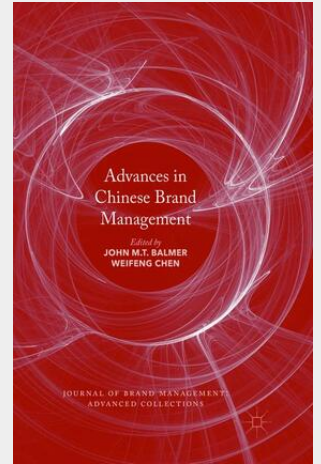


Advances in Chinese Brand Management

This book includes a fascinating range of up-to-date articles on China from the Journal of Brand Management that marshal research and scholarship undertaken by Chinese, British, European and American scholars. The development and management of brands in China has emerged as an area of considerable and growing interest among branding scholars and practitioners owing to the rise and significance of brands within China. Providing an overview of the development and management of brands in China, Advances in Chinese Brand Management also contains case studies of centuries old and greatly loved Chinese Corporate heritage brands, luxury brands, prominent cultural brands and foreign brands in China.

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