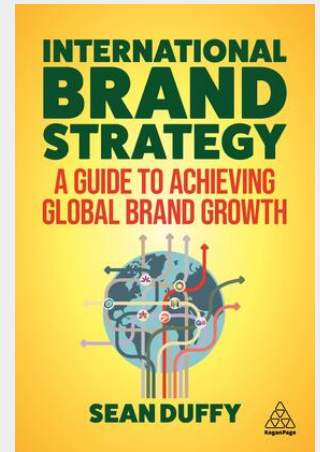


Duffy

International Brand Strategy

A Guide to Achieving Global Brand Growth

In theory, the Internet allows all brands to market internationally. But in practice, most companies struggle to compete outside their home market. Written from a marketing practitioner's perspective, International Brand Strategy evens the playing field with clear, actionable techniques to guide any organization going through the process. This book helps companies build sales in foreign markets, but just as important it helps them thrive by maintaining price integrity and building brand equity at the same time. With the guidance provided in International Brand Strategy companies hit the ground running in foreign markets. This provides a competitive advantage from day one, empowers companies to avoid costly mistakes, and saves months of trial and error. The book lays out a unique methodology for managing brands abroad that can be implemented for any product in any market. These methods have proven their value for companies large and small across six continents. The book guides readers with pragmatic models and a wealth of examples from global companies such as Target Canada, Unilever and Apple. International Brand Strategy was written for those who are planning to enter a new market and for those who are already there but wish to improve their brand's performance. It helps the reader recognize some of the most common pitfalls and how to avoid them, provides practical tips to understand the dynamics of price, product and value from a foreign buyer's perspective, and defines a conceptual framework to assess and improve brand equity at home and abroad.



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