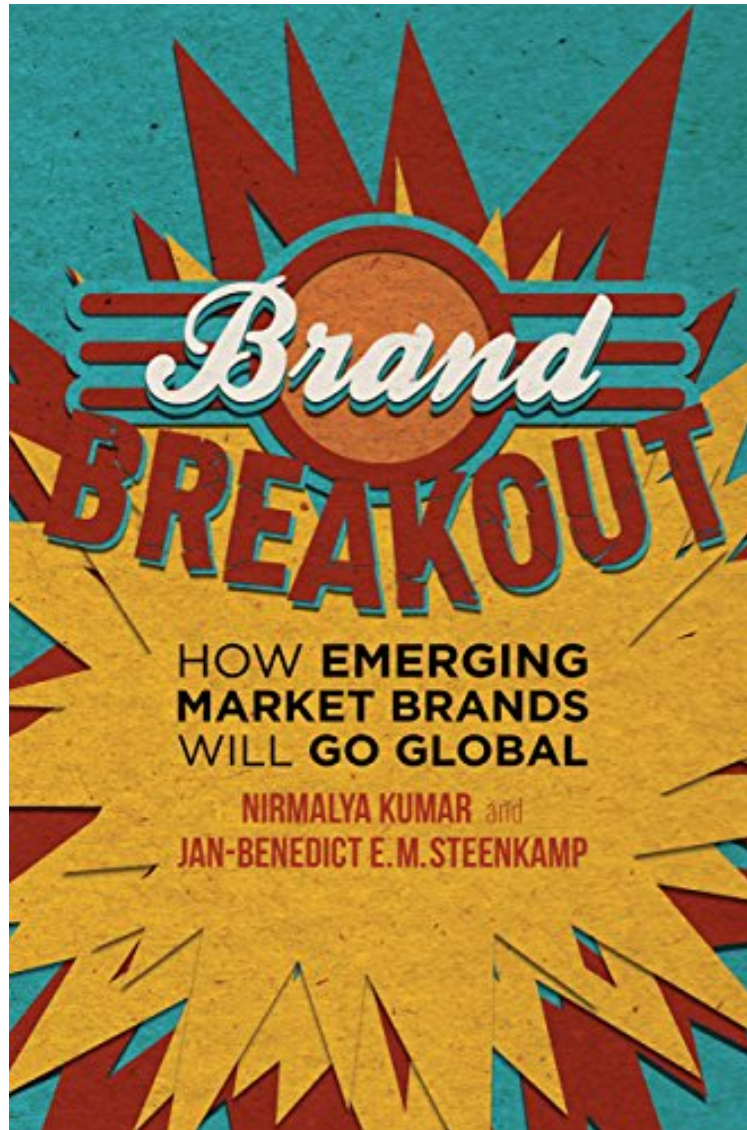


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Brand Breakout: How Emerging Market Brands Will Go Global

Nirmalya Kumar, Jan-Benedict E.M Steenkamp
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Nirmalya Kumar, Jan-Benedict E.M Steenkamp : Brand Breakout: How Emerging Market Brands Will Go Global before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Breakout: How Emerging Market Brands Will Go Global:

3 of 3 people found the following review helpful. Exceptionally well done!By A. SchaeferI teach an international marketing course. My students are managers from an emerging market country that are in the process of completing an executive MBA degree. This book allowed me to add to the course some very relevant and interesting material on how to build a global brand. The authors have done their homework!2 of 2 people found the following review helpful. worthwhile readBy J BrodieGreat insights from the authors on the stages companies in China, India, etc. take their

products global and make them well known. Several excellent takeaways and gave me a much better understanding of global brands. 1 of 1 people found the following review helpful. Looking into the future - as economic powers shift By JPS Very interesting analysis. The comparison to the development of South Korea and Japan in terms of shifting from a low cost workbench to the maker of world class consumer brands is accurate. There is no question that we will see the same evolution with China.

Written by the world's leading thinkers on brand strategy, this book looks at what Asian and emerging market brands need to do to succeed in international markets and the challenges they face when competing with western brands.

"Anyone with more than a passing interest in how global brands develop should take note...with its summaries and excellent case studies it is a worthwhile read for anyone with an interest in how brands are formed and perceptions changed" - Financial Times "Brand Breakout is a must-read for all those who dream of crafting global brands - especially large Indian firms which operate globally. The writing is highly readable and replete with concrete examples." - Business Today (India) "Products made in China are everywhere in the West, but Chinese brands are rarely seen. Chinese companies now aspire to change this situation. I am excited to read Brand Breakout, and hope more and more Chinese companies can work smart (not just hard) to build Chinese brands on a global scale." - Zhuo (Joe) Wang, CEO, Shanghai Jahwa United and Chairman, Herborist Cosmetics "Kumar and Steenkamp's richly researched book are doing two groups a big favor: helping the brands coming out of emerging markets to go global; and helping mature brands from the West go on alert. This book should be required reading by all global brand executives." - Philip Kotler, S.C. Johnson Professor of International Marketing, Kellogg School of Management, Northwestern University "Brand Breakout is the next frontier. A timely reminder to the companies from emerging countries on how they can choose the right way." - Ravi Kant, Vice Chairman, Tata Motors "The next set of big global brands will come from emerging countries. Kumar and Steenkamp show the eight routes by which this will happen. Every serious brand strategist needs to see their insights into the future of global branding." - David A. Aaker, Vice-Chairman, Prophet "Global brands are ubiquitous but there are still very few from emerging markets. Brand Breakout is essential reading for managers and public policy makers interested in developing global brands from these economies and their impact on global competition." - Laura D. Tyson, S.K. and Angela Chan Chair of Global Management, University of California, Berkeley and Former Chair of President's Council of Economic Advisors, Clinton Administration "Emerging market firms are still better at manufacturing than branding. Brand Breakout provides CEOs with a timely and systematic roadmap of recommendations to change this." - John Quelch, Professor, Harvard Business School Former Dean of CEIBS (China Europe International Business School) "Brand Breakout is a must-read not only for those that run local companies and brands expanding internationally, but for all of us that compete against them in their own territories, and are compelled to win with global brands and strategies against a variety of very local realities." - Juan Alanis, General Manager, The Estée Lauder Companies Inc., Mexico. 'I loved the central idea of the book and the eight ideas on brand building... Brands are after all more about human appeal than just being a product or service with great features. They need to have mystery and enigma to be able to get consumers to love them. That is the secret sauce I recommend this book for all those who dream of crafting global brands especially for large Indian firms that operate globally.' - Times of India "As two most well-known marketing scholars on emerging markets in the world, Nirmalya Kumar and JB Steenkamp provide a definitive guideline for emerging market brands here. The eight routes proposed in this book lay out a comprehensive roadmap for those aspiring companies and countries to effectively enter global markets, and will have a far-reaching impact in the years to come. It also provides great insights on the transition of the economic development mode of China. A novel and thought-provoking masterpiece!" - Yubo CHEN, Professor Deputy Chair of Marketing, Tsinghua University 'Outstanding book. It is fascinating and undoubtedly a must read piece for managers in both Western and emerging market companies. It was eye-opening to see how Chinese and other emerging market firms are changing from a clear focus on manufacturing and supply chain efficiencies to building brand equities and allocating enough resources behind them. This is our new competition. It seems they now realize that the real value of their companies is in their brands. And it is not until they fully comprehend this that the expansion of these brand equities can really take place; Corona from Mexico is a good example.' - Henry Gomez, Vice-President Business Development for Latin America, PepsiCo From the Author JAN-BENEDICT E.M. STEENKAMP is the C. Knox Massey Distinguished Professor of Marketing and Marketing Area Chair at the Kenan-Flagler Business School, University of North Carolina. He also is executive director of AiMark, a global institute, bringing together top academics and leading global companies. A native from the Netherlands, he has taught at universities in Austria, Belgium, the Netherlands, Spain, South Africa, U.K., and the U.S. and he has given executive seminars in all continents. He has received an honorary doctorate and multiple lifetime honors, including from the Royal Netherlands Academy of Sciences. He has consulted with a large number of companies on branding and strategy. He has written three books and over 100 articles in leading marketing and management journals, including the Harvard Business Review. He is ranked # 1 in the world on scholarly influence in marketing in the last decade. His work has received over 18,000 citations, and has been featured in the

WallStreet Journal, Financial Times, The Economist, New YorkTimes, Los Angeles Times, The Times of India, Ad Age, regional newspapers, and a variety of trade magazines, websites, and blogs. From the Inside Flap The ultimate guide to achieving global brand success from emerging markets. Worldclass marketing experts, Nirmalya Kumar and Jan-Benedict Steenkamp set out a cutting-edge plan for emerging market brands to achieve success in international markets. Brand Breakout outlines eight strategies - including the Asian tortoise route, from B2B to B2C, brand acquisition and leveraging cultural resources - that will take brands from domestic dominance to worldwide triumph. Cultural resources and will go global. For each strategic route, Kumar and Steenkamp examine the most effective implementation as well as identifying the problems that companies will face and how these can be overcome. Full of case studies from around the world including HTC, Tata Motors, Samsung, Lenovo, Pearl River Piano, Havaianas and Corona, the authors demonstrate that their strategies and underlying strategic brand-building principles are here to stay. Brand Breakout is not only a practical and enlightening guide for emerging market brands but crucial reading for Western companies who should not underestimate the challenge coming from these up-and-coming international businesses. By understanding their strategies and success factors, Western companies can plot their counter-strategies for this new business environment. In this engaging and illuminating book, Brand Breakout equips readers with the knowledge and techniques so that their brand can finally go global.