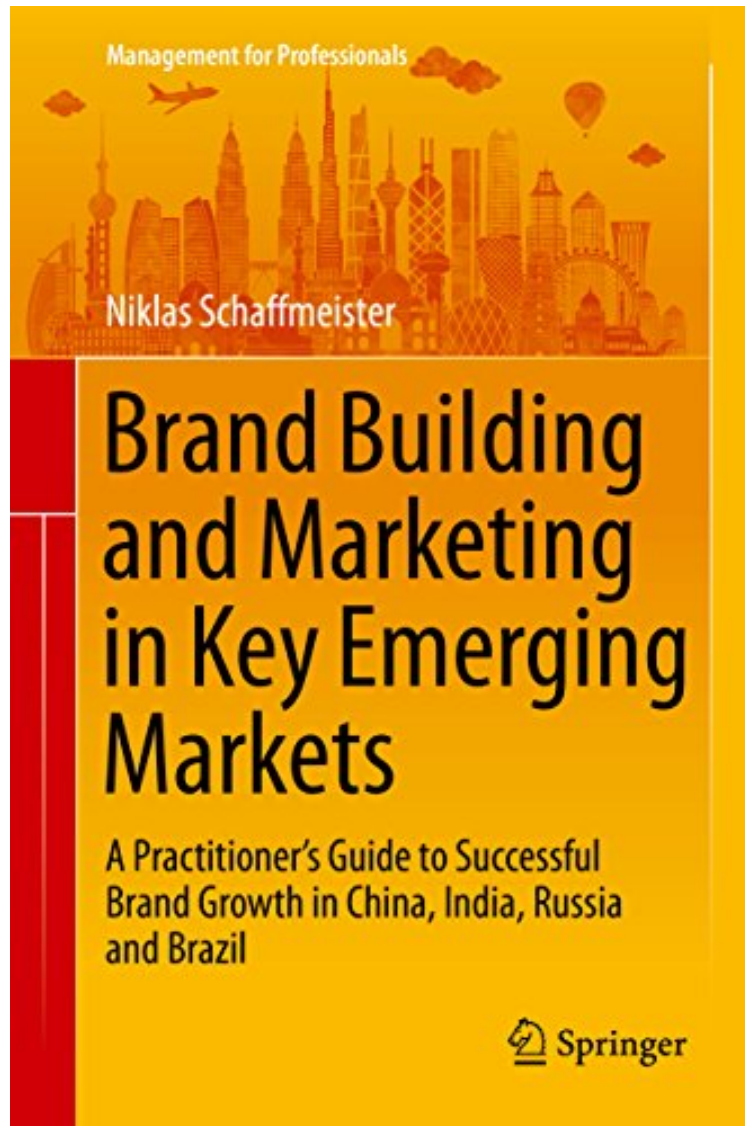


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Brand Building and Marketing in Key Emerging Markets: A Practitioner's Guide to Successful Brand Growth in China, India, Russia and Brazil (Management for Professionals)

Niklas Schaffmeister

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By Dr. Wang I really like this book. It's not a copy-paste from the standard marketing text books but it provides a new perspective on emerging markets marketing. The BRICs are less different than one might think. And there are a whole bunch of useful brand related strategies that would not work like this in the U.S. or Europe. It also gives many practical examples with a focus on the automotive industry. I am happy there finally is a book that also covers a Chinese and Indian perspective.

This book combines scientific research and professional insights on brand and marketing strategy development in major emerging growth markets. It presents a detailed outline of the Brazil, Russia, India and China (BRIC) markets to understand their cultural and socio-economic complexity. With emerging markets at the center, major paradigm shifts are explained such as 'one world strategies'. The author reveals the importance of market-driven positioning that uses local differences and consumer preferences as opportunities without contradicting a corporation's global positioning. Professionals in international marketing and business strategists will find the hands-on guidance to 25 new success strategies particularly useful. This book is also a must-read for people dealing with branding and marketing in a 'globalized' world.

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About the Author Dr. Niklas Schaffmeister is an expert in brand management and growth market strategy based on the specific needs of local markets and their consumers. He specializes in the development of market-driven positioning concepts for leading global brands. He is also experienced in digital brand development, lower-tier marketing approaches and the introduction of emerging-market brands to the world stage. Dr. Schaffmeister looks back on 15 years of project experience in the automotive, retail, chemical, technology, white goods, consumer electronics and financial services industry. Numerous global blue chip clients, both B2B as well as B2C, have benefited from his industry knowledge. He is often-cited in leading global business publications. He is the founder and Managing Director of globeone – a strategy consultancy focused on the world's key growth markets. From its offices in Germany, South America and across Asia, globeone combines global strategy and local opportunity to help brands with brand adjustment and market-driven positioning where it matters most. Before founding globeone, Schaffmeister led the Asia-Pacific operations for BBDO Consulting as Vice President based in Shanghai and worked for the Strategy and Innovation Center of KPMG in Berlin. He holds a Ph.D. degree in Marketing and a Master of Business Administration from the Free University of Berlin. During his Master and Ph.D. studies, Schaffmeister was a visiting scholar at University of Michigan in Ann Arbor and Chinese University of Hong Kong, and served as guest professor in the global MBA program of Shanghai University. He has published numerous articles and surveys, among them the comprehensive globeone BRIC Branding Survey as well as the globeone Emerging Brands Survey. He is fluent in English, German and Mandarin Chinese and spent eight years of his career living in Shanghai, Beijing and Hong Kong.