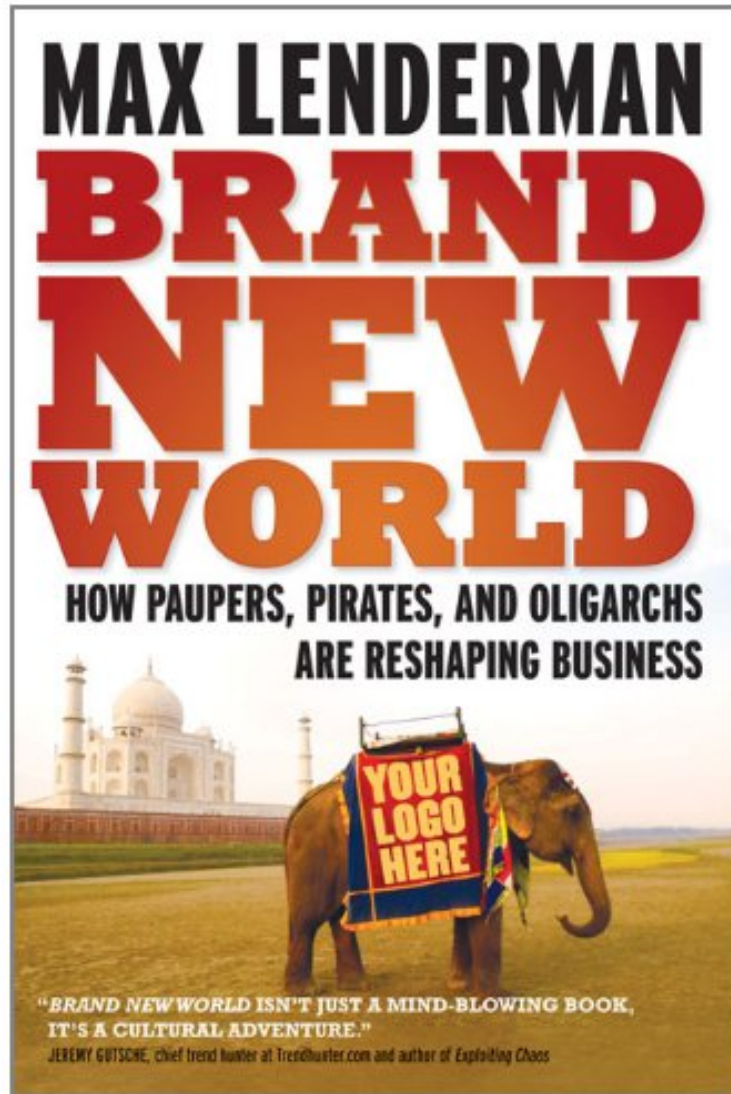


[Download] Brand New World: How Paupers, Pirates, and Oligarchs are Reshaping Business

Brand New World: How Paupers, Pirates, and Oligarchs are Reshaping Business

Max Lenderman

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Max Lenderman : Brand New World: How Paupers, Pirates, and Oligarchs are Reshaping Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand New World: How Paupers, Pirates, and Oligarchs are Reshaping Business:

0 of 0 people found the following review helpful. Read this!By Barbara DuboisA refreshing and educational view of how marketing - or branding - works outside of our country. It's an unusual perspective and a story you can learn from.. I found it very helpful for my work in marketing. I recommend it highly.1 of 1 people found the following

review helpful. Great read for brand side marketers and agencies alike. By Nicole Itchy. Everybody's looking for the next big thing, and this book helps get marketers a little bit closer to just that. Filled with immediately applicable lessons and insights from some great global creative minds, it can give US marketers that elusive edge we're constantly in search of. Chapters are broken out by BRIC countries (Brazil, Russia, India, China - not exactly in that order) and inspire some great ideas. Definitely skewed toward the agency perspective, but, hey, isn't free agency advice the best kind? It also was an entertaining read -- even humorous at times -- you feel like you're on a kick ass back packing trip with Lenderman as your guide! Well written and useful.

To get around a ban on alcohol advertising, a Russian oligarch starts a bank with the same name as his bestselling premium vodka. Russian Standard is still the #1 vodka and is now the largest consumer bank, issuing 77 percent of credit cards in the country. Silk Street market, the epicenter of piracy and counterfeiting in China, launches its own brand. The largest city in South America bans all billboards, posters and signs in a fight against visual pollution. In the hyper-developing BRIC countries -- Brazil, Russia, India and China -- marketing is taking incredible new forms. The unprecedented economic growth in these nations is revolutionizing marketing throughout the world. Drawing on more than two years of extensive travel and research, award-winning creative director Max Lenderman shares groundbreaking strategies and business models that every savvy marketer needs to understand. Brisk, fascinating and a little bit shocking, Brand New World is an indispensable guide for the new era of global marketing.

About the Author Max Lenderman is Executive Creative Director at GMR Marketing LLC. His clients include ING Direct, McDonald's, Pepsi and VISA. A founding member of the International Experiential Marketing Association, he is a sought-after speaker on branding, marketing and youth trends. His campaigns have garnered many industry awards, including Pro Awards from Promo Magazine, the 2006 MAA Worldwide Globes Award for excellence in marketing campaigns and the Ex Award from Event Marketer Magazine. His previous book, Experience the Message, was shortlisted for the 2006 Canadian Business Book of the Year. Lenderman lives in Chicago.