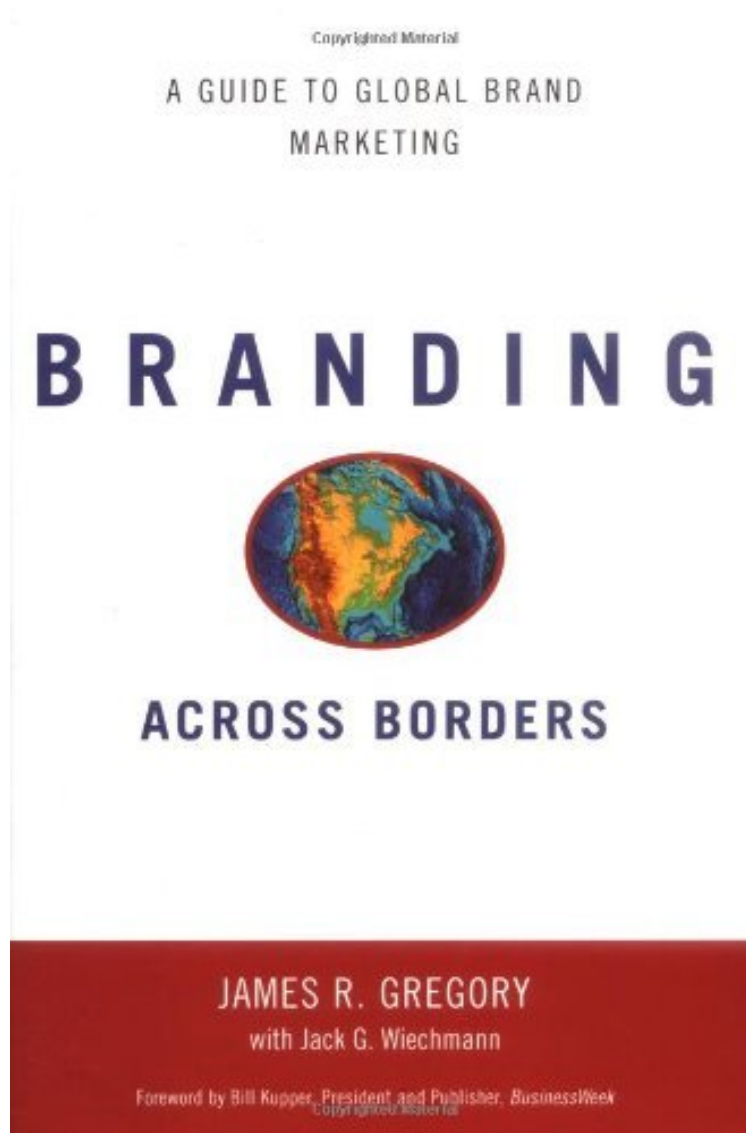


Branding Across Borders: A Guide to Global Brand Marketing

James R. Gregory, Jack G. Weichmann
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James R. Gregory, Jack G. Weichmann : Branding Across Borders: A Guide to Global Brand Marketing
before purchasing it in order to gage whether or not it would be worth my time, and all praised Branding Across Borders: A Guide to Global Brand Marketing:

5 of 7 people found the following review helpful. Corporate branding consultant promotes his viewBy A CustomerBefore buying this book it may help you to know that the writer is CEO of CoreBrand - Corporate Branding LLC, a smaller version of Roper Starch Worldwide, or Interbrand. As such it treads a thin line between general usefulness to the marketing manager and promotional material for CoreBrands own proprietary models such as their

"brand power" ranking system. Although the book does not give away too many secrets about how CoreBrand's models actually work. Whether the text will be of use to you depends largely on your needs. For a marketing manager the price of this book is a lot cheaper than a consultant's per diem. For an MSc or MBA in Marketing this book is not academically rigorous enough to be of much use to you. There are a wealth of academic texts that will give greater insight and hard case evidence into the pros and cons of globalizing brands. Author names to search under are Aaker, Keller, Usunier, Jeannot, Hollensen, Kashani among others.

Written by one of today's leading authorities on global branding Establishing and managing a global brandshy;shy;is made more challenging by the cultural, political, and economic differences that exist among the world's consumers. Branding Across Borders addresses the issue of global branding head-on, going beyond the brand itself to address how a corporation must fine-tune its own organizational structure before it can effectively extend and manage its brands in the global marketplace. Branding Across Borders offers key insights on developing a powerful, memorable global brand strategy. Executives of all levels can look to it for: A 10-step strategy for communicating a brand in an interactive world Examples of successful global branding as practiced by today's leading international marketers Key insights from the Corporate Branding Index™shy;shy;an annual survey designed to spotlight vital branding practices and statistics

From the Back CoverTechniques for providing brand meaning to every global consumer-and building brand value in every global marketBranding Across Borders demonstrates how companies can extend and manage their brand and its value in dramatically different markets and cultures around the world. Case studies and examples of successful global marketers from McDonald's and Coca-Cola to Levi's, Ford, and others highlight global branding successes and failures and outline a path to success in what has become the hottest, most high-stakes marketing prerogative of the new borderless economy.Praise for Branding Across Borders"We at Omron have first hand experience in utilizing Jim Gregory's methods within our company. Corporate branding's approach advocates understanding a business's heritage and culture before applying the branding craft. This has proved critical in building acceptance of our brand both internally and externally."--Yoshio Tateisi, Representative Director and Chief Executive Officer, Omron Corporation"Global branding is a complex challenge that no major corporation can dodge any longer. All of us in the global branding business can benefit from Jim's authoritative take on the subject."--Francis B. Harrison, Manager, Advertising Group, Ricoh Company, Ltd., Tokyo"An orderly exposition of how to go about developing your brand globally. This is of great significance not only for European and American companies but increasingly so for pan-Latin American regional companies."--Jose Macaya, Country Manager, Russell Reynolds Associates, Argentina--Chile"Branding Across Borders offers clear, concise, and thought-provoking ideas about how to articulate your brand and also hear and understand the messages of other cultures."--Rod Arvin, A.P.R., Director, Communications Planning and Strategy, Eastman Chemical Company"The globalized world is now with us. This new book reflects much of Jim Gregory's latest thinking and experience with its various issues, especially those of global branding. Branding Across Borders is not only informative, but, unlike so many other 'business' books, it is highly readable."--Bill Kupper, President and Publisher, BusinessWeek, From the ForewordFor today's marketer, futurist Marshall McLuhan's "global village" has grown from a concept into a reality. International borders are shrinking and even disappearing altogether, and marketing techniques and strategies designed for U.S. audiences must now be adapted for diverse cultural, economic, and political environments and consumers.Branding is among the most critical--and difficult to control--of such techniques. Jim Gregory's Branding Across Borders provides marketers with key insights and hands-on strategies for developing powerful, memorable, and successful global brands. And because effective branding doesn't exist in a vacuum, this step-by-step handbook goes beyond the brand itself to address how marketers can fine-tune their own organizational structures to effectively extend and manage brands in the global marketplace.From reestablishing an existing brand internationally to developing an online brand that coordinates and complements an existing brand, decision-makers from communications officers to CEOs can turn to Branding Across Borders for the latest information on topics including:How Digital Asset Management (DAM) can assure consistency and relevance in all forms of brand communications Integrating brands during an international merger Avoiding creative pitfalls in cross-cultural brand advertising The appointment of a "Chief Branding Officer" to oversee the effective management of brands Three unique approaches to the creation and promotion of online brands The establishment of a strong, flexible global brand will not assure victory in the hard-fought global marketing wars, but the absence of such a brand will almost certainly guarantee failure. Branding Across Borders explores many of today's most pressing issues and challenges and presents a template for talking to prospects from Montana to Montevideo in a language they understand--the language of a universally understood and ultimately rewarding overall brand message.About the AuthorJames R. Gregory is the founder and CEO of Corporate Branding LLC, a firm specializing in brand strategy and communications. Recognized as one of the world's leading experts in the execution of successful corporate branding programs, Gregory has been quoted in leading publications including BusinessWeek, the Wall Street Journal, the New York Times, Forbes, Fortune, Advertising Age, and others. A popular speaker and the author of a number of

studies on corporate branding and corporate image advertising for BusinessWeek, he is the coauthor of Marketing Corporate Image and Leveraging the Corporate Brand. Jack G. Wiechmann is a forty-year veteran of the advertising industry. He is the coauthor (with James R. Gregory) of Marketing Corporate Image and Leveraging the Corporate Brand.