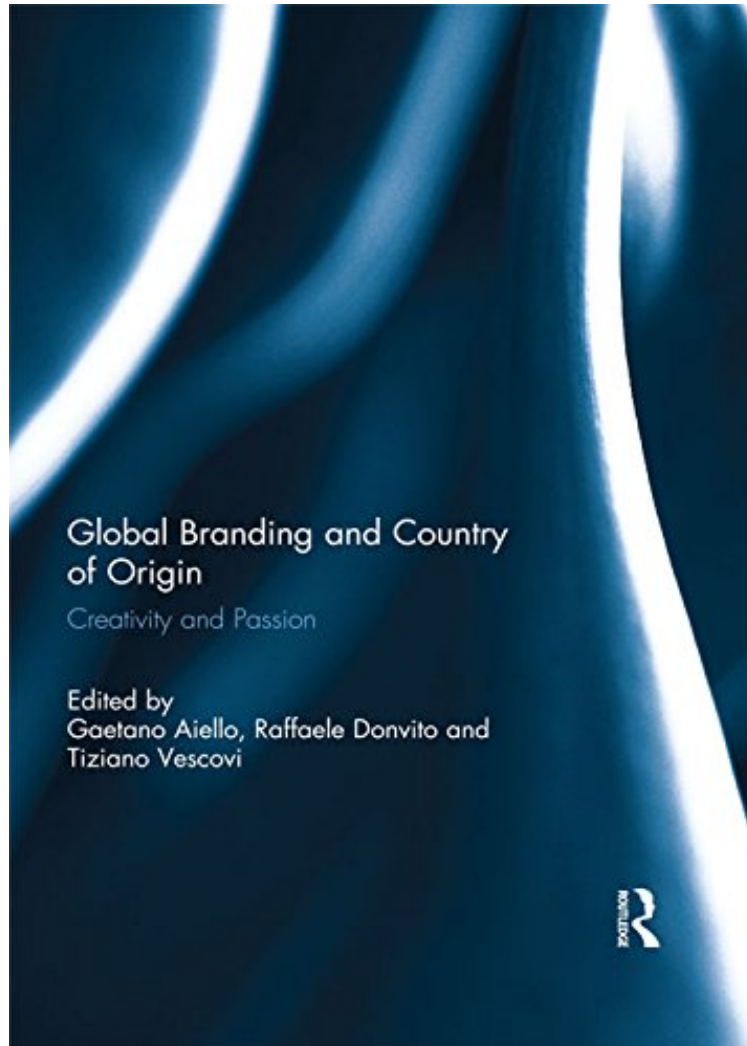


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# Global Branding and Country of Origin: Creativity and Passion

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Creativity, Global Branding and Country of Origin (CoO) represent conceptual fields of interest to both academics and practitioners. In the contemporary environment, business and customers are increasingly developing multi-faceted relationships nurtured by global drivers, such as international brands, but also by embedded elements, such the impact of specific geographical networks on creativity. As a result, the impact of Country of Origin on branding is, once again, a key topic in the global management field. This collection provides an opportunity for leading marketing

scholars to share up-to-date research while addressing both domestic and multinational strategies for understanding global marketing and consumers. The chapters include brand-consumer relationships in a global environment, Country of Origin impact on business to consumer and business to business markets and creativity at the territorial level from a network perspective. This book was originally published as a special issue of Journal of Global Scholars Marketing Science.

About the Author Gaetano Aiello is a Professor of Marketing and Chairperson of the Department of Management and Economics at the University of Florence, Italy. Raffaele Donvito (PhD) is Assistant Professor of Marketing and International Management at the University of Florence, Italy. His published research outputs have appeared in refereed international journals including Journal of Business Research, Psychology Marketing, Journal of Brand Management, Journal of Marketing Trends and International Journal of Business and Economics. Tiziano Vescovi is Professor of Management at Ca' Foscari University, Venice, Italy, teaching Marketing Communication, Cross Cultural Marketing and Advanced Marketing (PhD). He is Director of the Research Laboratory 'International Management to Asia' in the Department of Management. From 2009 to 2011 he was Vice-President Faculty of Economics at Ca' Foscari University, Venice, Italy.