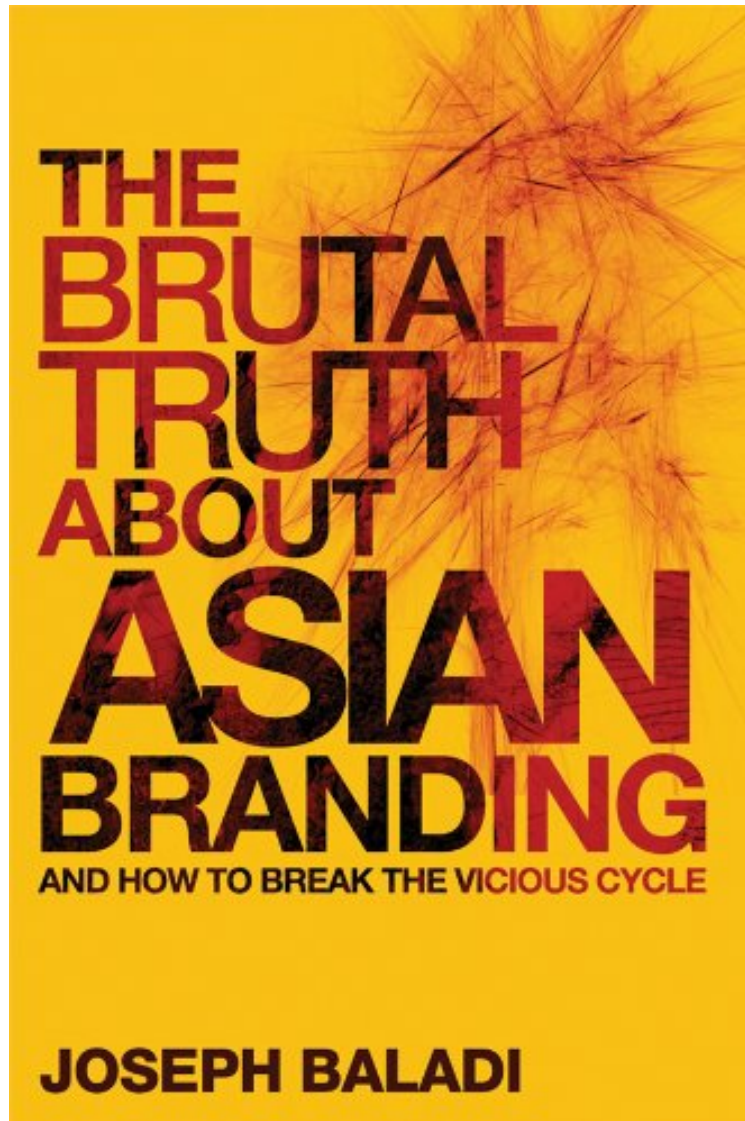


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# The Brutal Truth About Asian Branding: And How to Break the Vicious Cycle

*Joseph Baladi*

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**Joseph Baladi : The Brutal Truth About Asian Branding: And How to Break the Vicious Cycle** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Brutal Truth About Asian Branding: And How to Break the Vicious Cycle:

0 of 0 people found the following review helpful. Joseph Baladi's Brutal Truth - Strong Medicine for Bad BrandingBy China Author Forum"More than two thousand years ago, the great Chinese sage Confucius taught his fellow-countrymen to be suspicious of eloquence of any sort, which he branded as a subtle and deceptive form of insincerity,

and they are especially suspicious of any form of eloquence that is designed to part them from their money." - Carl Crow, 400 Million Customers

In 2003 I recall picking up an interesting looking issue of Wired Magazine- one guest edited by the Dutch postmodern architect Rem Koolhaas- and glancing through a map of the world - one of Wired's famously flashy charts - made up of global brand logos. While the iconic logos of Japanese, American and Western European companies were instantly familiar, I was more interested in the mysterious brands of China. Being a student of international affairs at the time, I was eagerly following China's intimidating rate of industrial development, and I wondered what companies might be emerging from the juggernaut. Sadly, all of the companies on the page had names that smacked of post-communist utility conglomerates- "State Grid", "China Telecom", "Bank of China". Compared to the likes of Coca-Cola, Toyota or Siemens, this seemed a little disheartening- wasn't this the country that had just risen out of poverty through embracing entrepreneurial capitalism? Where are the exciting new Chinese consumer brands? I found myself wondering the same thing five years later, when I stepped off the plane at Pudong International Airport and promptly stepped into a Volkswagen. The Chinese people's car of choice... was Germany's "People's Car"? Something didn't seem right about this. Where are the Chinese brands? Enter Joseph Baladi. The Singapore-based "brand building" consultant, observing the weakness of Southeast Asia's international branding efforts, has now offered a prescription and a primer for China, India and the nations of ASEAN in the form of his new title *The Brutal Truth About Asian Branding: And How to Break the Vicious Cycle*. Despite the challenge of the title, however, Baladi isn't a scold- he's an eager and optimistic coach, and the book goes far beyond the promise of it's title, being an excellent introduction to the idea and process behind branding in general, and spends time exploring many American and European brands as examples of successful branding, ranging from rebels such as Apple and Virgin to industrial stalwarts like 3M and Procter Gamble. With section headers that break down ideas into convenient phrase-boxes, and a plethora of helpful charts, *The Brutal Truth* is almost intended as a workbook for interested CEOs and would-be brand consultants, and the entire book is impeccably written, edited and produced. But is Baladi's thesis correct? Visit [iTV-Asia](#) for the complete review.

0 of 0 people found the following review helpful. Excellent reading for marketers in Asia

By Maria KAs an Australian marketing manager who recently joined an Asian company, this book has been invaluable reading. The author accurately details all the issues I find myself up against and explains why they exist, from cultural, environmental and historical perspectives. It is very practical, easy reading, and gets to the point quickly without artificial sweeteners. After reading this book I have much clearer ideas on how to influence my employer in brand and marketing matters.

This is one of the most thoughtful books on branding I've come across. Most such books are either quickly-crafted "how-to" books or academic tomes over-burdened with references. This book is thoughtful because it raises questions which deal with the "why" rather than just "how" of branding. The reference to brutal truth as the truth which will set us freemdash;to examine ourselves without self-illusionsmdash;is liberating. The notion that Asia has many good, but no great brands, is also not a put-down but a clarion call for Asian CEOs to rise to the challenge and create lasting, meaningful, committed brands. Ho Kwon Ping Chairman/CEO, Banyan Tree and Board of Trustees, SMU 2010 recipient of the "Lifetime Achievement Award" by the American Creativity Association A cold shower to wake people up. Joe Baladi's *Brand Blueprint* is a great tool for anyone involved in Sovereign Relationship Marketing or brand building anywhere. Timothy Love Vice Chairman Chief Executive Officer, Omnicom APIMA There are many books about branding but few address Asian companies directly. Joe Baladi has been one of the loudest voices to advocate strong branding practices to Asian companies determined to outperform their competitors. *The Brutal Truth About Asian Branding* is a timely book that all Asian CEOs with global aspirations should read. Richard Eu Group CEO, Eu Yan Sang International *The Brutal Truth About Asian Branding* is the first book that connects branding frameworks to the realities of operating in Asia. It offers a very straightforward perspective on the challenges Asian CEOs face as they build their businesses and their brands, and perhaps the most compelling part of the book is the passionate plea for how Asian CEOs should be thinking different about branding. In true Baladi style, it is straight from the heart. Maarten Kelder Managing Partner (Asia), Monitor Group A very interesting and valuable perspective on Asian branding... one that decision makers in the region should read and embrace. Well done Joe! Ron Sim Founder CEO, OSIM International Brands mean Business, anywhere in the world! The focus on Asia, at this time, is natural since the developing nations of the region did so much to help the world recover from the global 2008 economic crisis. Baladi's text is timely; it is thoughtful and thought-provoking; putting people and brands center stage with practical insights borne of his breadth of personal experience at the frontline. Chris D. Beaumont Professor, Tokyo University, Global Centre of Excellence Director, North Asia, Results International The brutal truth is that Joe Baladi is right. Asian CEOs must learn the brand skills used so successfully in the rest of the world. It will take a big change in mentality, but the rewards will be vast. This book is a great start to that revolution. Michael Newman Author, *22 Irrefutable Laws of Advertising*

The book delves into such insights to provide relevant information on the Asian market for all players. (Global Innovation Report, July 2011). From the Inside Flap Why are so few great brands coming out of Asia (Japan aside)?

The brutal truth is that branding is little understood by decision makers throughout much of the region. There exists widespread misconceptions and, in many cases, outright ignorance over the value and role of brands and the process required to build them. Surveys repeatedly confirm that Asians from across the region overwhelmingly prefer great Western brands to home-grown ones: given the choice, they will drink Coke, wear Nike shoes, and drive a BMW every time. Rare is the intense emotional relationship with an Asian brand found in, say, the Apple zealot. Yet, tens of thousands of new brands emerge every week in the region, reflecting the unstoppable energy and vitality that is fueling the increasingly universal belief that this century will belong to Asia. The continued absence of genuinely great Asian brands (as opposed to merely good ones) will, at best, slow that prospect, or at worst, put it in jeopardy. Something visible and disruptive needs to happen if Asian brands are to live up to their potential during this period of unprecedented change and opportunity. This book provides a clear and compelling blueprint for Asian decision makers who are intent on creating great brands that will define the lives not only of Asian consumers, but consumers the world over. The Brutal Truth About Asian Branding aims to do three things: provide a reality check by showing the present state of branding in Asia for what it is; educate key decision makers about the role and importance of strong brands; and provide the means for brand owners to implement sound practices and strategies. Reality check: This book exposes the practices, circumstances, policies, and management attitudes that effectively conspire to hold back Asian brands from becoming great brands. These factors range from the clearly visible to the insidiously undetectable.