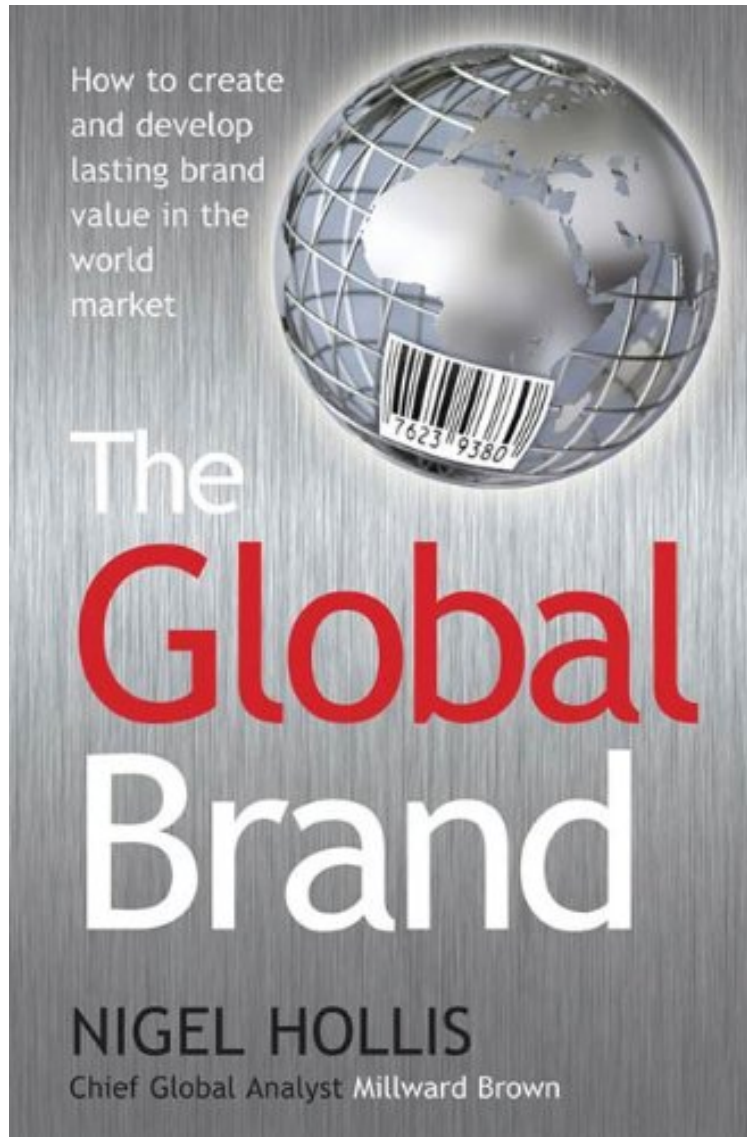


The Global Brand: How to Create and Develop Lasting Brand Value in the World Market

Nigel Hollis

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helpful. Great Book! Highly recommendedBy Eligius RomeroGreat Book! Highly recommended.

A top executive at one of the world's leading marketing firms analyzes the familiarity and strength of brands and establishes five steps towards increasing brand strength in a globalized world. Rapid advances in modern technology present companies with quickly expanding marketing opportunities, but they also create an over-saturated business landscape that both helps and hurts brands. The *Global Brand* is a thorough investigation of brand strength in the accelerated modern business world. Nigel Hollis draws on his experience at Millward Brown to present a simple formula for determining brand strength based on two axes, Presence (or familiarity) and Voltage (or marketing appeal), to illustrate the market value and performance of brands. He analyzes the five steps of customer commitment to a strong brand--Presence, Relevance, Performance, Advantage, and Bonding. Finally, Hollis emphasizes human nature as a set of constant core values that all brands should appeal to, and analyzes the future of brand-building as a profitable investment. "In *The Global Brand*, Nigel Hollis not only corrects some of the misconceptions of the past but offers a glimpse of the future that is both perceptive and grounded in good business sense. Those who take the time to properly digest this book will save their companies a lot of money." -- Sir Martin Sorrell, Chief Executive Officer, WPP

From Publishers Weekly As businesses become increasingly global, companies across the world are grappling with how to effectively position their products and services across different countries and cultures. In this direct and detailed book, branding expert Hollis examines how successful enterprises balance the challenges of expanding globally while creating effective local appeal, introducing his five steps of brand building (presence, relevance, performance, advantage and bonding). While the academic studies and business school matrices such as Brand Strengths and Market Share Prospects are likely to be more meaningful to industry insiders than to the average business book reader, handy concluding summaries and questions keep the book accessible. Hollis peppers the text with entertaining examples of global marketing initiatives, such as how General Motors turned Buick into a status conscious and in-demand brand in China, how Coca-Cola struggled in India until using Bollywood stars in its commercials boosted its success and how Budweiser was advised to darken the beer's color in the U.K., where consumers perceived the drink as weak due to its light hue. This dense book might seem initially daunting, but marketing pros are sure to find it insightful, informative and a tremendous resource for thinking globally and acting locally. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Although creating a truly global brand is -- and should be -- the goal of many marketers, it also presents some formidable challenges. Nigel Hollis, one of the most experienced and astute branding experts, provides clear and insightful advice as to how to build a strong global brand. Based in part on thorough, up-to-date research from one of the best data bases around, *The Global Brand* provides a detailed roadmap for global branding success." -- Kevin Lane Keller, Tuck School of Business, Dartmouth University "This book is a must-read for anyone involved in the world of marketing as it does a thorough job at examining the challenges and opportunities involved in marketing brands on the global stage. Hollis and the Millward Brown team is spot on in recognizing that local culture has enormous influence on success and advocating that marketers must win locally before the brand can benefit globally." -- Tony Palmer, Chief Marketing Officer for Kimberly-Clark Corporation "This focus on brands at the global level is a welcome addition to the literature and is full of relevant examples." -- Donald R. Lehmann, George E. Warren Professor of Business, Columbia University Graduate School of Business "In *The Global Brand*, Nigel Hollis not only corrects some of the misconceptions of the past but offers a glimpse of the future that is both perceptive and grounded in good business sense. Those who take the time to properly digest this book will save their companies a lot of money." -- Sir Martin Sorrell, Chief Executive Officer, WPP "If you're involved in building brands across markets, you will want to get hold of this book. Part manual, part guiding principles, part best practices, case histories -- it's an instructive and rewarding read." -- Richard Swaab, Executive Vice-Chairman for AMV BBDO