

The 'Made in Germany' Champion Brands: Nation Branding, Innovation and World Export Leadership

Ugesh A. Joseph

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Ugesh A. Joseph : The 'Made in Germany' Champion Brands: Nation Branding, Innovation and World Export Leadership before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 'Made in Germany' Champion Brands: Nation Branding, Innovation and World Export Leadership:

Germany's economic miracle is a widely-known phenomenon, and the world-leading, innovative products and services associated with German companies are something that others seek to imitate. In The 'Made in

Germany's 'Champion Brands', Ugesh A. Joseph provides an extensively researched, insightful look at over 200 of Germany's best brands to see what they stand for, what has made them what they are today, and what might be transferable. The way Germany is branded as a nation carries across into the branding of its companies and services, particularly the global superstar brands - truly world-class in size, performance and reputation. Just as important are the medium-sized and small enterprises, known as the 'Mittelstand'. These innovative and successful enterprises from a wide range of industries and product / service categories are amongst the World market leaders in their own niche and play a huge part in making Germany what it is today. The book also focuses on German industrial entrepreneurship and a selection of innovative and emergent stars. All these companies are supported and encouraged by a sophisticated infrastructure of facilitators, influencers and enhancers - the research, industry, trade and standards organizations, the fairs and exhibitions and all the social and cultural factors that influence, enhance and add positive value to the country's image. Professionals or academics interested in business; entrepreneurship; branding and marketing; product or service development; international trade and business development policy, will find fascinating insights in this book; while those with an interest in Germany from emerging industrial economies will learn something of the secrets of German success.

"The effort the author makes to unravel the apparent mystique of Germany's success to a global audience is truly commendable. From a multi-dimensional, extensively researched perspective, Ugesh Joseph insightfully gives the reader a sense of the nation and its complex character - from its immediate past to its present-day "champion brands" and the nation's "facilitators and influencers".

Prof. Dr. Hermann Simon, Chairman, Simon-Kucher Partners

About the Author: Ugesh A. Joseph was born in India. He has degrees in Economics and Banking, is an MBA (1985) and has worked for a number of companies in Advertising, Marketing Management Consultancy. He has also taught full-time MBA students. After working in New Zealand for a couple of years, the author moved to Frankfurt, Germany, where since 2006 he has worked as a Marketing / Management Consultant. The author has also recently published a book on Leadership.