The book was found

Global Brand Power: Leveraging Branding For Long-Term Growth (Wharton Executive Essentials)



Synopsis

The branding bible for todayâ [™]s globalized worldToday, brands have become even more important than the products they represent: their stories travel with lightning speed through social media and the Internet and across countries and diverse cultures. A brand must be elastic enough to allow for reasonable category and product-line extensions, flexible enough to change with dynamic market conditions, consistent enough so that consumers who travel physically or virtually wonâ [™]t be confused, and focused enough to provide clear differentiation from the competition. Strong brands are more than globally recognizable; they are critical assets that can make a significant contribution to your companyâ ™s bottom line.In Global Brand Power, Kahn brings brand management into the 21st century, addressing how branding contributes to the purchase process and how to position a strong global brand, from identifying the appropriate competitive set, offering a sustainable differential advantage, and targeting the right strategic segment. This essential guide also covers how customer ownership of your brand affects marketing strategy, methods for assessing brand value, how to manage a brand for long-term profitability, effective brand communications and repositioning strategies, and how to manage a brand in a world of total transparency— where one slip-up can go around the world via social media instantaneously. Filled with stories about how Coca-Cola, The Estée Lauder Companies Inc., Marriott, Apple, Starbucks, Campbell Soup Company, Southwest Airlines, and celebrities like Lady Gaga are leveraging their brands, Global Brand Power is the only book you will need to implement an effective brand strategy for your firm.

Book Information

File Size: 2519 KB Print Length: 134 pages Publisher: Wharton Digital Press (March 5, 2013) Publication Date: March 5, 2013 Sold by:Â Digital Services LLC Language: English ISBN-10: 1613630255 ISBN-13: 978-1613630259 ASIN: B00BAHBK3I Text-to-Speech: Enabled X-Ray: Not Enabled Word Wise: Enabled Lending: Not Enabled Enhanced Typesetting: Enabled Best Sellers Rank: #395,998 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #52 in Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #126 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #171 in Books > Business & Money > International > Global Marketing

Customer Reviews

I became aware of this title by taking the Wharton: Marketing class on Coursera, the free MOOC learning site. Professor Kahn teaches the first three weeks of the nine week class and she does a super job. She's very engaging, passionate and animated - simply a great teacher. An excerpt of this book was offered as part of the class and I decided to purchase the full title. Just like the class, the book is wonderful. I bought the Kindle edition - you cannot beat the price for the educational and entertainment value.

This is a short, well written, easy to read introduction to global branding for busy people. It is a brief guideline, excellent for the price, for building up your knowledge of various branding aspects.

I was also introduced to Professor Kahn through the Coursera "Intro to Marketing" course, offered in conjunction with Wharton. Kahn, along with two other professor colleague, made marketing come alive! I have the pleasure of teaching marketing at the University level, and the online course and, further, her book, "Global Brand Power", provide me with both refreshers and some new ideas for passing along to my students.

As I have stated on the title this book is a very nice introductory book into the world of Brand marketing and touches the surface of the matter. If the target audience is those that are interesting to have a first look into the science of Brand I would definitely recommend it.For more in depth reading another book should be purchased though...

This is a really great book about BRANDING.It's a short guide, both simple and deep, full of practical insights, distinctions and relatable examples. It's well written, accessible and unusually clear.Barbara shares a very smart framework for thinking about branding. If you read between the

lines, she will enhance how you think about branding. She matches this with a very useful strategic overview of global branding issues, techniques, strategies and research methodologies, and she does so with impressive clarity and brevity - the kind that is only possible with from deep experience, passion, and savvy clear thinking.Highly recommended!!

This book i written by one of the professors for an online course I am taking. I think is is very informative, clearly written and a great pairing with the class. I recommend it.

Download to continue reading...

Global Brand Power: Leveraging Branding for Long-Term Growth (Wharton Executive Essentials) Structure and Function of a Chihuahuan Desert Ecosystem: The Jornada Basin Long-Term Ecological Research Site (Long-Term Ecological Research Network Series) How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Tactical Urbanism: Short-term Action for Long-term Change Long-Term Secrets to Short-Term Trading Vision to Reality: How Short Term Massive Action Equals Long Term Maximum Results The Global Brand: How to Create and Develop Lasting Brand Value in the World Market ETFs for the Long Run: What They Are, How They Work, and Simple Strategies for Successful Long-Term Investing Stocks for the Long Run 5/E: The Definitive Guide to Financial Market Returns & Long-Term Investment Strategies Edith Wharton at Home: Life at the Mount Wharton on Dynamic Competitive Strategy Super Secrets of Successful Executive Job Search: Everything you need to know to find and secure the executive position you deserve The Definitive Executive Assistant and Managerial Handbook: A Professional Guide to Leadership for all PAs, Senior Secretaries, Office Managers and Executive Assistants Beginning Power BI with Excel 2013: Self-Service Business Intelligence Using Power Pivot, Power View, Power Query, and Power Map Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016 Delicious Branding: Brand Identity Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand

<u>Dmca</u>