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Brand Management in Emerging Markets: Theories and Practices



Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Worldwide brand competition has been facing new challenges as emerging markets evolve upon the global stage. Despite the fact that brand building among new markets is still in its infancy, organizations face the challenge of developing strategies to maintain their growth.

Brand Management in Emerging Markets: Theories and Practices provides valuable and insightful research as well as empirical studies that allow audiences to develop, implement, and maintain branding strategies. Combining the findings of highly-regarded marketing experts and scholars, this book serves as a useful and comprehensive reference for academicians, professionals, and practitioners.

Topics Covered:

- Brand Equity and Extension
- Brand Management
- Consumer-Brand Relationship
- Cross-Cultural Perspective in Branding
- Emerging Markets
- Global Branding
- Social Media and Branding

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