

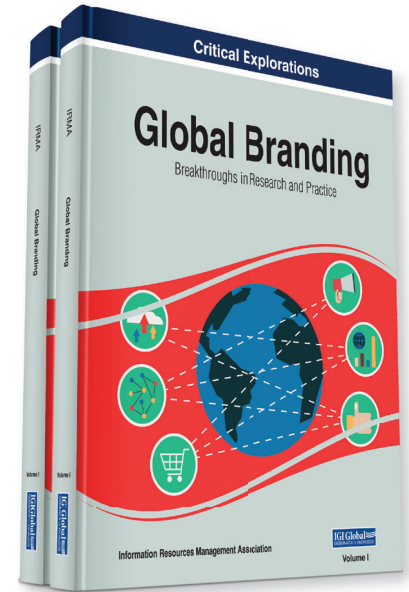
Global Branding: Breakthroughs in Research and Practice (2 Vols.)

Information Resources Management Association (USA)

Description:

To survive in today's competitive and globalized business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits.

Global Branding: Breakthroughs in Research and Practice (2 Vols.) provides international insights into marketing strategies and techniques employed to create and sustain a globally recognized brand. Highlighting a range of pertinent topics such as brand communication, consumer engagement, and product innovation, this publication is an ideal reference source for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.



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Topics Covered:

- Brand Awareness
- Brand Communication
- Brand Equity
- Brand Identity
- Consumer Engagement
- Customer Loyalty
- Product Innovation
- Social Media
- Sustainability

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