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Brand Breakout How Emerging Market

BRAND BREAKOUT

“Emerging market firms are still better at manufacturing than branding Brand Breakout provides CEOs with a timely and systematic roadmap of recommendations to change this” John Quelch, Professor, Harvard Business School & Former

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Breakout Strategies for Emerging Markets Such a treatment of emerging markets takes this book from the common way of doing business—sourcing from emerging markets or selling commoditized products in emerging markets—to a level of engage - ment that benefits both emerging markets and those who engage with them This is a

2013 - 2019

Brand breakout: how emerging market brands will go global Houndmills: Palgrave Macmillan HF 54151255 K85 58 Lewis, Mike (2013) Stand out social marketing: 6 keys to rise above the noise, differentiate your brand, and build an outstanding online presence New York: McGraw-Hill HF 5415 L487 59 McFedries, Paul (2013) Excel 2013 simplified

Breakout Strategies for Emerging Markets

xii BREAKOUT STRATEGIES FOR EMERGING MARKETS Chapter 5 Upscaling the Offer 81 Adding or Changing Packaging 82 Positioning 84 Enhancing Services and Benefits 86 Reversing the Brand Lifecycle 89 Leveraging the Country of Origin 92 References 94 Chapter 6 Managing Reach 99 Overcoming Emerging Market Challenges 204 The Way Forward 209

AMI Issue5 Full - Singapore Management University

emerging markets, not just China, as they trawl for global opportunities to expand beyond their local geographies In our book Brand Breakout: How Emerging Market Brands Will Go Global, we advocate eight strategies for building brands—such as the ‘Asian Tortoise’ route of migrating to higher

quality and brand premium; the 'Diaspora'

tussle textiles - Mirae Asset Global Investments

The Emerging Markets Century, The New Emerging Market Multinationals, and Brand Breakout: How Emerging Market Brands Will Go Global
Taiwan's Acer brand and China's Lenova brand of computers are doing relatively well in Asian markets compared to standard American computer brands
These emerging multinationals often

Nirmalya Kumar - Singapore Management University

Kumar, N and J-B EM Steenkamp (2013), Brand Breakout: How Emerging Market Brands Will Go Global (Palgrave/Macmillan) Translation rights for Simple Chinese Dutch, and Turkish
3 Kumar, N and P Puranam (2011), India Inside: The Emerging Innovation Challenge to the West (Harvard Business Review Press) Translated into Simple Chinese

SPECIAL INTERVIEW FROM Emerging Markets Insight

are emerging from these rapidly developing Far East economies
The stories of these new MNCs are well described in a series of recently published books including The Emerging Markets Century, The New Emerging Market Multinationals, and Brand Breakout: How Emerging Market Brands Will Go Global
Taiwan's Acer brand and China's Lenova brand

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Emerging segments Brand Portfolio Geography Male%grooming% Afro%beauty% Postwash% Water

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therefore global brands may have little cachet in these markets so overall ad spending in many of these emerging markets has exploded and the cost of ...

Globalization and Glocalization

The Emerging Markets Century, The New Emerging Market Multinationals, and Brand Breakout: How Emerging Market Brands Will Go Global
Taiwan's Acer brand and China's Lenova brand of computers are doing relatively well in Asian markets compared to standard American computer brands
These emerging multinationals often

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The Talent Equation

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A sharpened brand strategy • Move from early market to mainstream in emerging markets; • Therefo old brand strategy needs to be sharpened; • Going from product in the kitchen to lifestyle (Emotional influence) • The water tap becomes multifunctional Make your kitchen life more perfect