



Brand Breakout: How Emerging Market Brands Will Go Global

By Nirmalya Kumar, Jan-Benedict E. M. Steenkamp

Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, Brand Breakout: How Emerging Market Brands Will Go Global, Nirmalya Kumar, Jan-Benedict E. M. Steenkamp, World class marketing experts, Nirmalya Kumar and Jan-Benedict Steenkamp set out a cutting-edge plan for emerging market brands to achieve success in international markets. This best-selling, updated edition outlines eight strategies - including the Asian tortoise route, from B2B to B2C, brand acquisition and leveraging cultural resources - that will take brands from domestic dominance to worldwide triumph and dominance. For each strategic route, Kumar and Steenkamp examine the most effective implementation and identify the problems that companies will face and how these can be overcome. Full of international case studies including HTC, Tata Motors, Samsung, Lenovo, Pearl River Piano, Havaianas and Corona, the authors demonstrate that their strategies and underlying strategic brand-building principles are here to stay. Brand Breakout is not only a practical and enlightening guide for emerging market brands but crucial reading for Western companies who should not underestimate the challenge coming from these up-and-coming international businesses. It equips readers with the knowledge and techniques so that their brand can finally go global.



READ ONLINE
[3.25 MB]

Reviews

Merely no phrases to spell out. I am quite late in start reading this one, but better then never. Your way of life period is going to be enhance once you complete reading this publication.

-- **Joanie Hamill I**

The most effective pdf i ever go through. It is probably the most incredible book i have got study. You wont sense monotony at at any time of the time (that's what catalogues are for relating to if you check with me).

-- **Ahmad Heaney**

See Also



[Hard Up and Hungry: Hassle Free Recipes for Students, by Students](#)

Ebury Publishing. Paperback. Book Condition: new. BRAND NEW, Hard Up and Hungry: Hassle Free Recipes for Students, by Students, Betsy Bell, This student cookbook stands out from all the others on the market. It doesn't feature baked beans, and it's packed with...



[Get Up and Go](#)

Puffin. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 10.0in. x 7.7in. x 0.3in. We all come in different shapes and sizes, and it doesn't matter if you are tall, short, skinny, or round. Your body is your own, and you need to...



[The Princess and the Frog - Read it Yourself with Ladybird](#)

Paperback. Book Condition: New. Not Signed; A kind frog helps a princess and she makes him a promise. What happens when the king tells her that she has to keep her promise? Read it yourself with Ladybird is one of Ladybird's best-selling reading...



[Sly Fox and Red Hen - Read it Yourself with Ladybird: Level 2 \(Paperback\)](#)

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 222 x 148 mm. Language: N/A. Brand New Book. Sly Fox is hungry and he wants to catch and eat Red Hen. Armed with his big, black bag he heads to her...



[Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities \(Paperback\)](#)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



[Twitter Marketing Workbook: How to Market Your Business on Twitter \(Paperback\)](#)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...