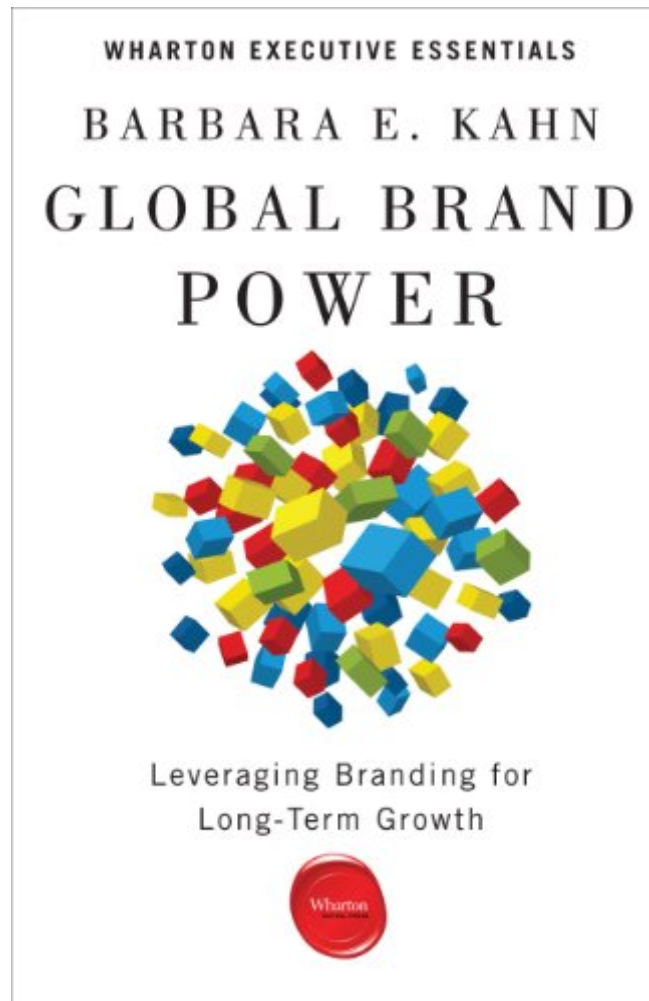


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# Global Brand Power: Leveraging Branding For Long-Term Growth (Wharton Executive Essentials)



## Synopsis

The branding bible for today's globalized world. Today, 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 won'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 company'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

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

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