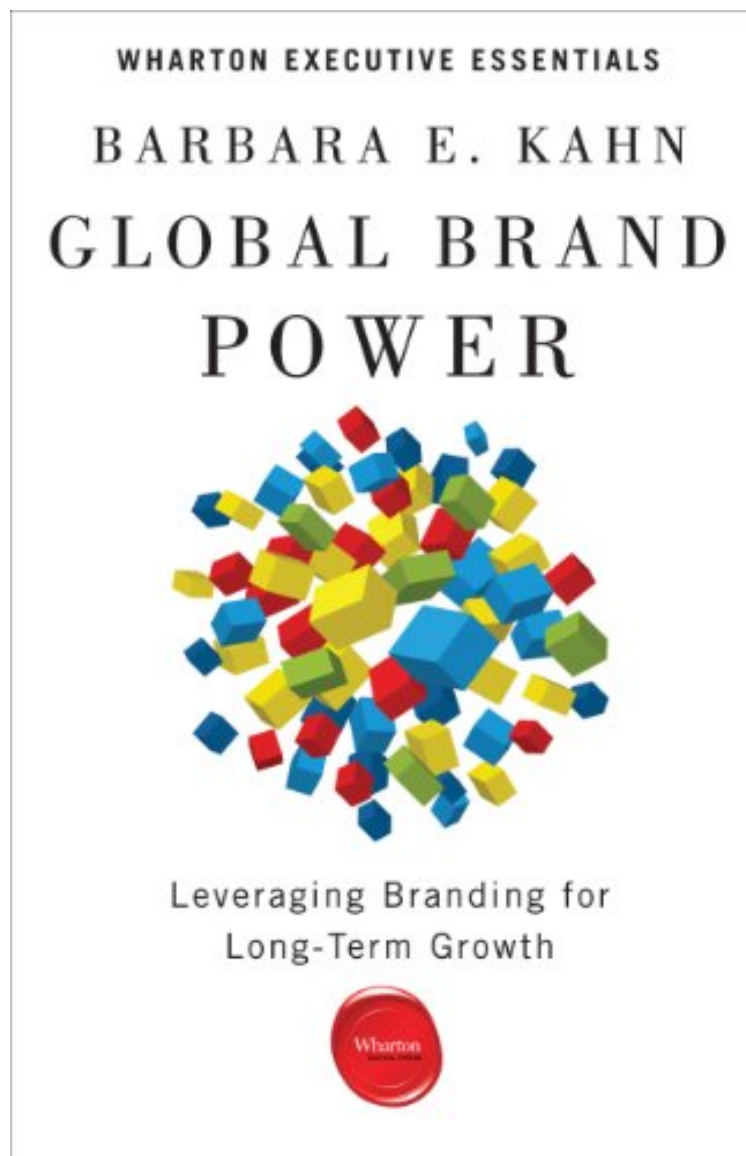


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## Global Brand Power: Leveraging Branding for Long-Term Growth (Wharton Executive Essentials)

*Barbara E. Kahn*

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**Barbara E. Kahn : Global Brand Power: Leveraging Branding for Long-Term Growth (Wharton Executive Essentials)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Brand Power: Leveraging Branding for Long-Term Growth (Wharton Executive Essentials):

6 of 6 people found the following review helpful. A Must Read for MBAs and Entrepreneurs!By OnAccountI 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. 0 of 0 people found the following review helpful. Loved this book By Tristan King Loved this book, received it as a textbook for my Global Business Management Class. Learned so much about different work cultures. Greatly recommended. Quick Read 1 of 1 people found the following review helpful. Definitely will be using as a teaching tool By Jim LI 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.

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.

Regardless of your industry, building a brand is synonymous today with building a company and a thriving business. As Barbara Kahn points out in *Global Brand Power*, the key is to begin and end every discussion thinking about what is right for the customer. At Macy's, Inc., we saw a dramatic improvement in business trends when we reorganized our business model and consciously put the customer at the center of all decisions. The principles presented in *Global Brand Power* can benefit every business leader. Terry J. Lundgren, chairman, president, CEO and Chief Customer Officer, Macy's, Inc. Great global brands have to be built and don't happen by chance. Barbara Kahn explores and develops the relationship between customer and brands and how to achieve international loyalty. I learned new information from reading this book. Roger Farah, President and COO, Ralph Lauren Corporation In our fast-changing world, visionary business leaders must build a brand flexible enough to grab key opportunities and strong enough to weather any storm. Barbara Kahn's *Global Brand Power* is a superb must-read for those who want to do just that and position their brands for long-term, global growth. George Feldenkreis, Chairman and CEO, Perry Ellis International Kahn has captured the true essence of brand stewardship. That is, while strong brands are managed by marketers, they are owned by consumers. *Global Brand Power* is a concise yet comprehensive tutorial for how to purposefully build, measure and manage brands for sustained relevancy. A great resource for brand marketers, consumer researchers and marketing services providers. Philip McGee, Director, Shopping Insights, Campbell Soup Co.