



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.



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