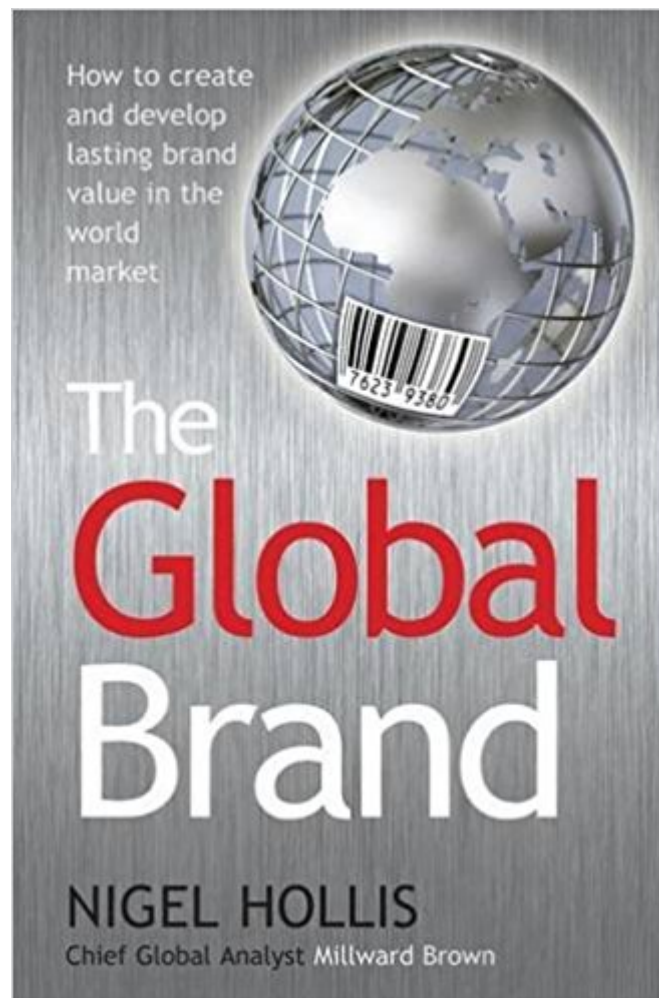




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The Global Brand: How To Create And Develop Lasting Brand Value In The World Market



Synopsis

A top executive at one of the world's leading marketing firms analyzes the familiarity and strength of brands and establishes five steps towards increasing brand strength in a globalized world. Rapid advances in modern technology present companies with quickly expanding marketing opportunities, but they also create an over-saturated business landscape that both helps and hurts brands. The Global Brand is a thorough investigation of brand strength in the accelerated modern business world. Nigel Hollis draws on his experience at Millward Brown to present a simple formula for determining brand strength based on two axes, Presence (or familiarity) and Voltage (or marketing appeal), to illustrate the market value and performance of brands. He analyzes the five steps of customer commitment to a strong brand--Presence, Relevance, Performance, Advantage, and Bonding. Finally, Hollis emphasizes human nature as a set of constant core values that all brands should appeal to, and analyzes the future of brand-building as a profitable investment. "In The Global Brand, Nigel Hollis not only corrects some of the misconceptions of the past but offers a glimpse of the future that is both perceptive and grounded in good business sense. Those who take the time to properly digest this book will save their companies a lot of money." Sir Martin Sorrell, Chief Executive Officer, WPP

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Customer Reviews

As businesses become increasingly global, companies across the world are grappling with how to effectively position their products and services across different countries and cultures. In this direct

and detailed book, branding expert Hollis examines how successful enterprises balance the challenges of expanding globally while creating effective local appeal, introducing his five steps of brand building (presence, relevance, performance, advantage and bonding). While the academic studies and business school matrices such as Brand Strengths and Market Share Prospects are likely to be more meaningful to industry insiders than to the average business book reader, handy concluding summaries and questions keep the book accessible. Hollis peppers the text with entertaining examples of global marketing initiatives, such as how General Motors turned Buick into a status conscious and in-demand brand in China, how Coca-Cola struggled in India until using Bollywood stars in its commercials boosted its success and how Budweiser was advised to darken the beer's color in the U.K., where consumers perceived the drink as weak due to its light hue. This dense book might seem initially daunting, but marketing pros are sure to find it insightful, informative and a tremendous resource for thinking globally and acting locally. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the Hardcover edition.

“Although creating a truly global brand is -- and should be -- the goal of many marketers, it also presents some formidable challenges. Nigel Hollis, one of the most experienced and astute branding experts, provides clear and insightful advice as to how to build a strong global brand. Based in part on thorough, up-to-date research from one of the best data bases around, *The Global Brand* provides a detailed roadmap for global branding success.”
—Kevin Lane Keller, Tuck School of Business, Dartmouth University
“This book is a must-read for anyone involved in the world of marketing as it does a thorough job at examining the challenges and opportunities involved in marketing brands on the global stage. Hollis and the Millward Brown team is spot on in recognizing that local culture has enormous influence on success and advocating that marketers must win locally before the brand can benefit globally.”
—Tony Palmer, Chief Marketing Officer for Kimberly-Clark Corporation
“This focus on brands at the global level is a welcome addition to the literature and is full of relevant examples.”
—Donald R. Lehmann, George E. Warren Professor of Business, Columbia University Graduate School of Business
“In *The Global Brand*, Nigel Hollis not only corrects some of the misconceptions of the past but offers a glimpse of the future that is both perceptive and grounded in good business sense. Those who take the time to properly digest this book will save their companies a lot of money.”
—Sir Martin Sorrell, Chief Executive Officer, WPP
“If you're involved in building brands across markets, you will want to get hold of this

book. Part manual, part guiding principles, part 'best practice' case histories - it's an instructive and rewarding read.

Richard Swaab, Executive Vice-Chairman for AMV BBDO

With the exception of a fold/crease on the first page, the book was in great condition. In general it was of good quality.

Great reference book

Great Book! Highly recommended.

As a marketing executive in the international branch of a Fortune 500 company I can really relate to the concepts outlined in this comprehensive and well researched book. In a way, I felt that the author was preaching to the choir. Mr. Hollis shows us how the most successful global companies are those that have found a balance between their desire to achieve economies of scale, and their willingness to adapt their products to local cultures, tastes and habits. He gives us the successful example of McDonald's, a brand positioned as "fast, low cost food" in the US, but considered more upscale in other countries by people who identify themselves with the West and the American way of life. These differences have prompted the addition of value added services like home delivery, and the creation of concepts like McCafe. The book also dispels some common business myths like the "first mover advantage", which is not necessarily true in the global scene, and the notion that consumers in developing countries just care about price (when in fact they place more importance on brands than their counterparts in developed countries). Mr. Hollis finishes his book with some specific tips on how to align organization and resources so that corporations can position their brands for global success. I recommend this book to anybody who is interested or involved in building brands, and wouldn't hesitate to call it a must-read for all those in charge of leading organizations and brands in their quest for international growth.

There are many contradictions and paradoxes that we contend with in marketing, but I had not realized the one inherent in the concept of global branding until I started preparing a course on it for students at the Ervin K. Haub School of Business at St. Joseph's University in Philadelphia. Because marketing is about focus, right? "Try to be everything to everyone and you'll be nothing to no one" is a mantra that was beaten into my head as a young creative, and which I correspondingly beat in to

the heads of my students. But global branding, by definition, is about expanding. It's about saying "Hey, people in this country accept how our product fulfills a need for them. I'll bet there are other people in other countries who have a similar need that could be met in a similar way by our product." Never mind that they have different cultures, [to read the rest of this review, please visit: [...]]

Singularly uninspiring. Feels really dated. It's a big topic which needs a highly perceptive, insightful treatment. This is not it.

A rose by any other name may smell as sweet, but a brand by another name won't sell nearly as well. "The Global Brand: How to Create and Develop Lasting Brand Value in the World Market" is a complete and comprehensive analysis to crafting an ideal brand to push one's product in today's very highly competitive world where only a few brand names seemingly monopolize every field. Laying out the many challenges face and looking at some success and failure stories in today's world, "The Global Brand" is a must for anyone who wants to be an expert at crafting a brand for their business.

This is one of the best books about global brand management. Supported by loads of evidence and many years of experience as brand advisor, Nigel gives sound advice to those seeking to reap the rewards of going global with a brand. His style is clear and compelling, making it an easy read.

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