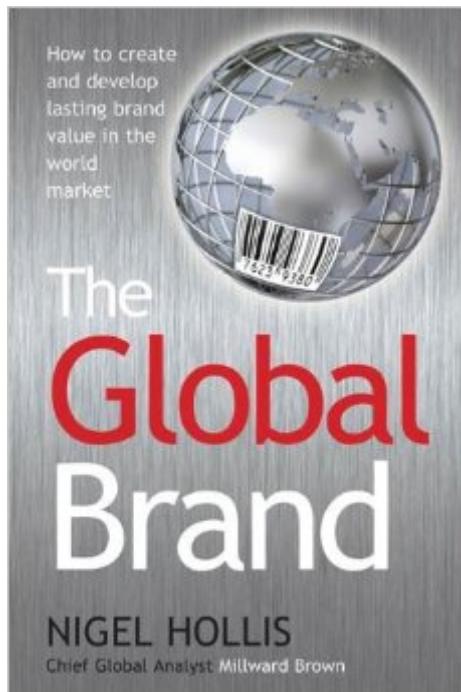


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# The Global Brand: How To Create And Develop Lasting Brand Value In The World Market



## 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

## Book Information

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## Customer Reviews

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: [...] ]

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.

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.

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