



THE Seven Dimensions of Branding: Brand Building from the African Perspective

By Muyiwa Kayode

AUTHORHOUSE, United States, 2011. Paperback. Book Condition: New. 222 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Building brands in emerging markets is akin to navigating a minefield. One misstep and the entire enterprise may blow up in your face with your brand consigned to the grave yard of marketing casualties! How is branding in an emerging economy different from the same exercise in a mature economy? What are the peculiar challenges brand managers face when they find themselves in socially complex and rapidly changing emerging markets? The Seven Dimensions of Branding articulates the fundamental elements of the branding process, with specific reference to Africa s largest emerging market, Nigeria. Drawing on the author s more than two decades of helping local and international brands, the book gives you an insight into the peculiar challenges of creating and building successful brands in Africa and explains why global brands are not emerging from this vibrant continent. The Seven Dimensions shows how the universal principles of branding may be successfully applied in emerging economies.



READ ONLINE
[3.75 MB]

Reviews

I just started looking over this ebook. It is actually rally fascinating throgh reading period of time. You wont really feel monotony at anytime of your time (that's what catalogues are for about when you request me).

-- Miss Naomie Kohler PhD

This publication is wonderful. I could comprehended every thing out of this published e publication. You can expect to like the way the blogger write this publication.

-- Eliseo Rippin

Other eBooks



Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-09-01 Pages: 160 Publisher: the Jiangxi University Press Welcome Salan. service and quality to your satisfaction. please tell...



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners

Fernhurst Books Limited. Paperback. Book Condition: new. BRAND NEW, Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners, Paul B. Boissier, Expert information for yachtsmen and professional mariners. This is the ideal book...



Summer the 25th anniversary of the equation (Keigo Higashino shocking new work! Lies and true Impenetrable(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: Unknown in Publisher: Modern Publishing Basic information Original Price: 28.00 yuan Author: Publisher: Modern Publishing ISBN: 9.787.514.307.542 Yema:...



The First Epistle of H. N. a Crying-Voyce of the Holye Spirit of Loue. Translated Out of Base-Almayne Into English. (1574)

Eebo Editions, Proquest, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible...



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****.This isn t porn. Everyone always asks and some of our family thinks it is for sure.but its not....