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warning on the literature Most of the global brand literature is written by brand typesâ€. Not sleazy financiers who want to make a quick buck overseasâ€. Strategic Brand Management - Exeter - Sicco van Gelder is a global brand strategy consultant. He has held senior positions with agencies in Asia and Europe and has served public and private sector clients in North and South America, West and Eastern Europe and across the Asia-Pacific region. He is the author of Global Brand Strategy--Unlocking Brand Potential Across Countries, Cultures and Markets (2003, Kogan Page). Global Brand Strategy: Unlocking Brand Potential Across ... - Global Brand Strategy is the first book to provide a rigorous analytical framework that can be used comparatively across markets to reveal how to extend the brand and realise its true value. Contents include: \*The brand environment \*The brand expression \*The brand domain \* The brand reputation \*The brand affinity \*The brand recognition \*Local brand management \*Harmonising a global brand ... Global Brand Strategy: Unlocking Branding Potential Across ... -

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