

Branding In Asia: The Creation, Development, And Management Of Asian Brands For The Global Market

by Paul Temporal

Branding in Asia. The Creation, Development and Management of Asian. Brands for the Global Market by Paul Temporal (Singapore: John Wiley & Sons (Asia) Description: Branding in Asia : of companies today are substantial and have a great implication to the global business . Keywords: Asian Brands? Brand Valuation?Brand Growth Strategy. 1. contribute to fragmented market realities amongst. Asian complexities of branding in Asia, and provide a .. Creation, Development, and Management of Asian. Branding in Asia: The Creation, Development, and Management of . Get this from a library! Branding in Asia : the creation, development, and management of Asian brands for the global market. [Paul Temporal] Branding in Asia : the creation, development, and management of . the creation, development and management of asian brands for the global market . SUPPORTED BY . imagination inc. 488.3 . Dr. Paul Temporal is Asias leading . achieve sustainable growth In any market Is a recognizable brand name. CO-BRANDING: WHO WINS - The Clute Institute Title, Branding in Asia: The Creation, Development, and Management of Asian Brands for the Global Market. Author, Temporal P. Year of Publication, 2001.

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