



Contemporary Brand Management

Johny K. (Kjell) Johansson, Kurt A. Carlson

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Written by experts on global marketing, **Contemporary Brand Management** focuses on the essentials of Brand Management in today's global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to brand extension and the creation of a global brand, to the management of a firm's brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout.

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