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"Brand Breakouts is the next frontier. A timely reminder to the companies from emerging countries on how they can choose the right way." - Ravi Kant, Vice Chairman, Tata Motors "The next set of big global brands will come from emerging countries. Kumar and Steenkamp show the eight routes by

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Brand Breakout: How Emerging Market Brands Will Go Global ...

World class marketing experts,
Nirmalya Kumar and Jan-Benedict
Steenkamp set out a cutting-edge plan
for emerging market brands to achieve

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success in international markets.

Brand Breakout outlines eight strategies - including the Asian tortoise route, from B2B to B2C, brand acquisition and leveraging cultural resources - that will take brands from domestic dominance to wor

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"Global brands are ubiquitous but

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there are still very few from emerging markets. Brand Breakout is essential reading for managers and public policy makers interested in developing global brands from these economies and their impact on global competition."

Brand Breakout - How Emerging

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This insight comes from “ Brand Breakout – How Emerging Market Brands Will Go Global ” from Professors Nirmalya Kumar (London Business School) and Jan-Benedict Steenkamp (University of North Carolina). The book shares a

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framework that brands from emerging countries can leverage for creating global brands.

Brand breakout: How emerging market brands will go global

Brand Breakout is equal parts guide and cautionary tale for some of the

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Market's leading brands, many of which still lack the foresight to prepare for a global marketplace. The future is now, one where emerging brands are moving faster and gaining ground on their more traditional forerunners. Nevertheless, emerging markets – even China – still struggle with the

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Market competencies that the West is
well-known for.

'Brand Breakout' offers Global Guide
to Emerging Markets ...

'Brand Breakout' is an engaging and
thoroughly illuminating book, covering
eight 'brand breakout' strategies from

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emerging economies that have been
used to take brands from domestic
dominance to...

[Book Review] Brand Breakout: How
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Brand Breakout serves as a pragmatic
guide for the emerging brands helping

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to lift themselves from local markets into the global arena. A “must have” for any brand manager, this book will also serve as a guide for Western companies who should not underestimate the potential of developing nations who can devise counter-strategies for these “up-and-

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Brand Breakout: How Emerging
Market Brands Will Go Global is a
book by Nirmalya Kumar and Jan-
Benedict Steenkamp. This book looks

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at what emerging market brands need to do to succeed in global markets. It has been rated as one of the best business books of 2013. See also. Diaspora Marketing; References

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World class marketing experts,

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Nirmalya Kumar and Jan-Benedict Steenkamp set out a cutting-edge plan for emerging market brands to achieve success in international markets.

Brand Breakout outlines eight strategies - including the Asian tortoise route, from B2B to B2C, brand acquisition and leveraging cultural

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resources - that will take brands from
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Kumar, who also taught at the London

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Business School and is co-author of “Brand Breakout: How Emerging-Market Brands Will Go Global,” expects all that to change over the next decade. China will be the first modern emerging market to establish global brands, followed closely by India. Kumar described the brand-

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building process pioneered in other former emerging markets by such names as Japan's Toyota and South Korea's Samsung: Initially they gained a foothold abroad based on price.

3 Ways Emerging Markets Can Build Breakout Brands

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Brand Breakout: How Emerging
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share of emerging markets in global
output grew from 20 per cent in 1990
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Brand Breakout sets out a plan for emerging market brands to succeed in

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international markets and how to overcome the challenges they will face
About the Author Dr Nirmalya Kumar is Professor of Marketing and Co-Director of Aditya Birla India Centre at London Business School, UK.

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“Emerging market firms are still better at manufacturing than branding. Brand Breakout provides CEOs with a timely and systematic roadmap of recommendations to change this.”

John Quelch, Professor, Harvard Business School & Former Dean of

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Nirmalya Kumar, Professor of
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his book: "Brand Breakout: How Emerging Market Brands Will Go Global". The book was launched...

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Emerging market equities have substantially underperformed developed market equities over the past decade, but analysts and portfolio managers at Invesco believe that trend could be set to reverse. To find out why—and what distinguishes the investment management firm's

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approach to emerging markets—CIO recently spoke to senior portfolio managers Jeff Feng and Matt Peden of Invesco.

Emerging Markets: Time for a
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Brand Breakout We believe that this

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situation, in which Western brands have the world all to themselves, is about to change. In our new book (with Nirmalya Kumar), *Brand Breakout: How Emerging Market Brands Will Go Global*, we argue that, in the coming decade, emerging market brands will become increasingly global and

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present in the Western world. Our
conviction is based on three
fundamental observations.

The New Competition: Brands from
Emerging Markets | The ...

Brand Breakout sets out a plan for
emerging market brands to succeed in

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international markets and how to overcome the challenges they will face About the Author Dr. Nirmalya Kumar is Member-Group Executive Council at Tata Sons.

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