Global Brand Management

**Course Description**

For most companies, a major opportunity to grow their business involves looking for possibilities outside their native country. However, the global marketplace is constantly evolving, so transporting brands beyond national boundaries presents a new set of branding issues. At the same time, various forms of regionalization are occurring, adding another layer of complexity to managing a brand portfolio. Arguably, products, pricing, and distribution are increasingly becoming commodities, and the new competitive arena is brand value, which means creating long-term, profitable brand relationships. Ultimately, strong brands transcend industries and are one of an organization’s most valuable assets. This course thus introduces students to the differentiation of products and services in a world of alternatives and discusses the benefits and disadvantages of providing customers with the power of choice.

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