

# GLOBAL BRAND MANAGEMENT

A GUIDE TO DEVELOPING, BUILDING AND  
MANAGING AN INTERNATIONAL BRAND

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LAURENCE MINSKY  
ILAN GEVA

**Global Brand Management** explores the increasingly universal scope of brand management in today's hyper-connected world. In an era when many brand managers work for large multinationals operating across varied territories, categories and consumer groups, developing an understanding of both the opportunities and risks of multinational brands is truly essential.

Meticulously researched, **Global Brand Management** shows how to manage an existing global brand, while simultaneously equipping them with the skills to build one from scratch. Featuring fascinating case studies including Oreo, Harley Davidson and Xiaomi, it demonstrates the challenges of maintaining a stable brand identity when operating across territories. This text is the perfect springboard for students to embrace the nuances and complexities of brand management on an international scale.

#### About the authors:

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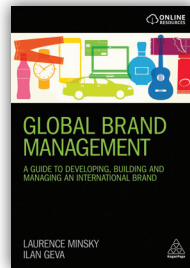
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