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"Brand Breakout 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 which

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

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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 there are
still very few from emerging markets.

Brand Breakout is essential reading for

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managers and public policy makers interested in developing global brands from these economies and their impact on global competition."

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

This insight comes from □ Brand Breakout

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

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Brand breakout: How emerging market brands will go global

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

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gaining ground on their more traditional forerunners. Nevertheless, emerging markets – even China – still struggle with the core competencies that the West is well-known for.

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[Book Review] Brand Breakout: How

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Brand Breakout serves as a pragmatic guide for the emerging brands helping 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

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Market Brands Will Go
Global
developing nations who can devise counter-
strategies for these "up-and-coming"
emerging global brands.

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Brand Breakout: How Emerging Market
Brands Will Go Global is a book by

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Nirmalya Kumar and Jan-Benedict
Steenkamp. This book looks 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, 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,

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brand acquisition and leveraging cultural resources - that will take brands from domestic dominance to worldwide triumph dominance cultural resources and will go global.kground .

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Kumar, who also taught at the London 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 sets out a plan for emerging market brands to succeed in international markets and how to

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overcome the challenges they will face

About the Author Dr Nirmalya Kumar is
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[Brand Breakout: Amazon.co.uk: Kumar,
Nirmalya ...](https://www.amazon.co.uk/Brand-Breakout-How-Emerging-Overcome-Challenges-They-Will-Face/dp/1108711111)

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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 CEIBS (China Europe International Business School) An encouraging and

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integral reading about how emerging

BRAND BREAKOUT

Nirmalya Kumar, Professor of Marketing, presents key findings from his book:

"Brand Breakout: How Emerging Market Brands Will Go Global". The book was launched

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improve functionality and performance,
and to provide you with relevant
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Brand Breakout

Emerging market equities have
substantially underperformed developed
market equities over the past decade, but

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

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Brand Breakout We believe that this 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

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Market Brands Will Go Global, we argue that, in the coming decade, emerging market brands will become increasingly global and present in the Western world. Our conviction is based on three fundamental observations.

The New Competition: Brands from

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