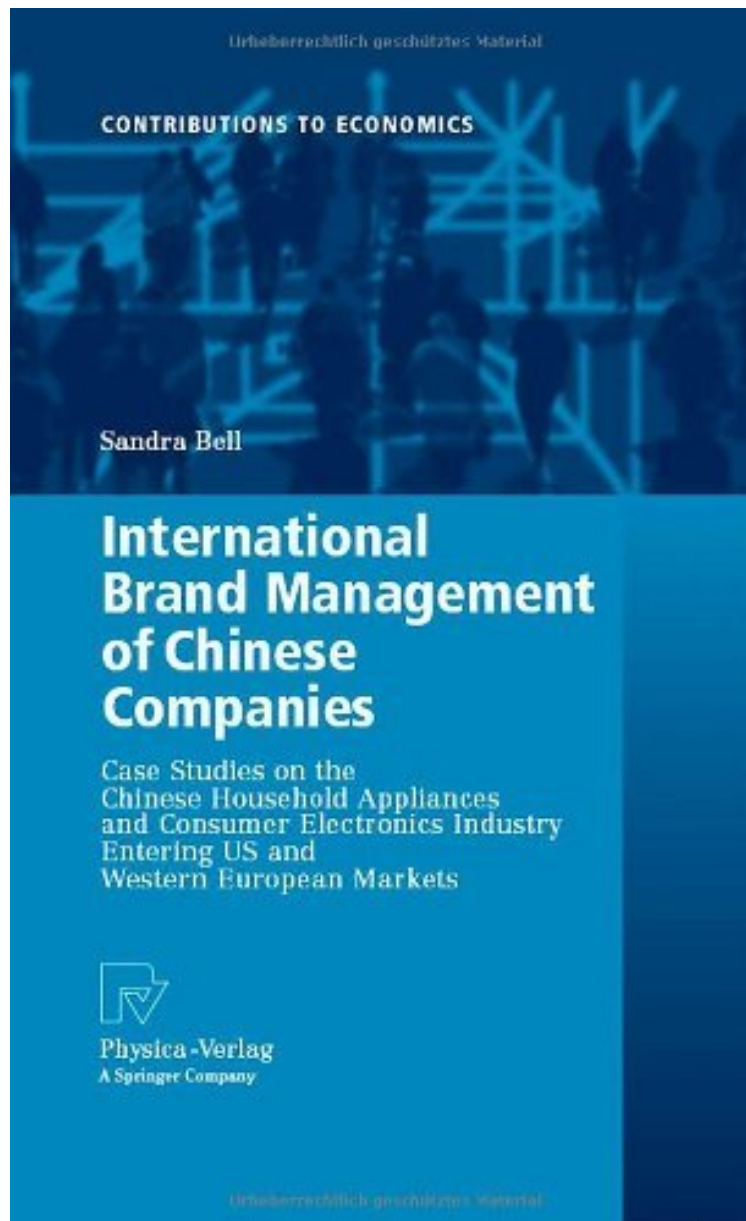


[Read free ebook] International Brand Management of Chinese Companies: Case Studies on the Chinese Household Appliances and Consumer Electronics Industry Entering US and ... Markets (Contributions to Economics)

# International Brand Management of Chinese Companies: Case Studies on the Chinese Household Appliances and Consumer Electronics Industry Entering US and ... Markets (Contributions to Economics)

*Sandra Bell*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

**Sandra Bell : International Brand Management of Chinese Companies: Case Studies on the Chinese Household Appliances and Consumer Electronics Industry Entering US and ... Markets (Contributions to Economics)**

before purchasing it in order to gauge whether or not it would be worth my time, and all praised International Brand Management of Chinese Companies: Case Studies on the Chinese Household Appliances and Consumer Electronics Industry Entering US and ... Markets (Contributions to Economics):

China is certainly doing its best to keep the world mesmerized by its economic achievements. The Chinese economic growth story that began 30 years ago has in terms of dynamics and duration long since surpassed all those "economic miracles" which have brought Germany, Japan, and the South East Asian Tigers into the top league of the industrialized world. The rapid expansion of the Chinese economy has gone along with a full-fledged re-integration of China into the global economic system. In the course of the last 30 years China has become a major player in the global economy and today is on a trajectory towards even greater prominence. In recent years, the Chinese economy seems to have reached an important threshold line of economic development and global integration. In the first quarter century of reform and global opening, Chinese enterprises have been largely confined to a "passive" role in the global division of labor. Foreign enterprises as the proprietors of greatly superior business models, production technologies, management models as well as very competitively established brands have been integrating Chinese players in their value chains and global operations. Lacking the necessary production technologies, products as well as marketing knowledge to successfully address OECD-consumers, Chinese enterprises have been hardly able to enter the global markets without such guidance. Now, this constellation is changing.

From the Back Cover This book is a must read for all those interested in building successful global brands and for all those interested in China and Chinese companies - A strange combination? No. Based on extensive research and interviews with Lenovo, Haier, TCL, Hisense and key decision makers worldwide, Sandra Bell gives reasons and identifies a Chinese way of international brand management. She reveals: - Who are Chinese branded companies? Where are they coming from, where are they heading for? What are their strengths and weaknesses regarding branding, marketing and going global? - How does an appropriate brand strategy look like, when Chinese branded companies enter developed markets in the US and Western Europe? What can they learn from successful brands from Japan and Korea? - How have Lenovo, Haier, TCL and Hisense entered the US and Western European markets so far? To what extent have they followed the recommended brand approach. What did they decide differently and why? Read the book and discover yourself.