

Case Studies On Strategy Marketing And Branding Management For Professionals

In today's competitive business environment, it is more important than ever to have a strong marketing and branding strategy. This book provides real-world case studies on how leading companies have successfully developed and implemented their marketing and branding strategies. These case studies will help you learn from the successes and failures of others, so that you can make informed decisions about your own marketing and branding efforts.



Market Entry in China: Case Studies on Strategy, Marketing, and Branding (Management for Professionals) by Christiane Prange

★★★★☆ 4.3 out of 5

Language : English
File size : 2490 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 302 pages



Case Studies

The book includes case studies on a variety of companies, including:

- Apple

- Nike
- Starbucks
- Walmart
- Our Book Library

Each case study provides a detailed overview of the company's marketing and branding strategy, including:

- The company's target market
- The company's marketing objectives
- The company's marketing mix
- The company's branding strategy

The case studies also discuss the challenges that the company faced in implementing its marketing and branding strategy, and how it overcame those challenges. The case studies are written by leading marketing and branding experts, and they provide valuable insights into the latest trends in marketing and branding.

Benefits of Reading This Book

This book provides a number of benefits for professionals, including:

- Learn from the successes and failures of others
- Make informed decisions about your own marketing and branding efforts
- Stay up-to-date on the latest trends in marketing and branding

- Gain a competitive advantage in the marketplace

If you are a professional who is responsible for developing or implementing marketing and branding strategies, then this book is a valuable resource.

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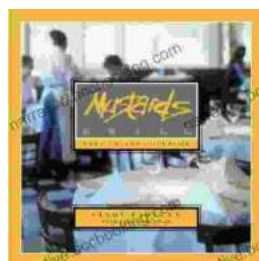
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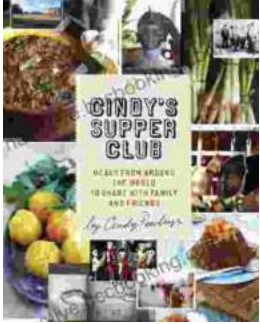
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