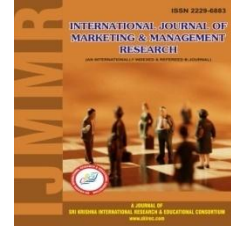




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GLOBAL BRAND BUILDING - A SECRET MANTRA OF CORPORATES

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ABSTRACT

This article takes the reader from an awareness of building strong global brands to a more informed understanding of in what way the brand acts a successful as well as secret mantra and how they apply to business now and in the near future. When a company becomes a global marketer, it views the world as one market and creates products that will only require weeks to fit into any regional marketplace. Dramatic changes in the global environment are affecting the nature of opportunities and threats as well as the basis of competitive advantage in international markets. Most of the corporates must create new value for global stakeholders by developing new international competitive capability from their knowledge, brands, assets, competencies and resources. Branding is one of the most important factors influencing a product's success or failure in the market and it have a significant influence on the perception of the general public towards the company owning the brand.

*“A PRODUCT CAN BE QUICKLY OUTDATED; A SUCCESSFUL BRAND IS
TIMELESS”*