



THE Seven Dimensions of Branding: Brand Building from the African Perspective (Paperback)

By Muyiwa Kayode

AUTHORHOUSE, United States, 2011. Paperback. Book Condition: New. 222 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Building brands in emerging markets is akin to navigating a minefield. One misstep and the entire enterprise may blow up in your face with your brand consigned to the grave yard of marketing casualties! How is branding in an emerging economy different from the same exercise in a mature economy? What are the peculiar challenges brand managers face when they find themselves in socially complex and rapidly changing emerging markets? The Seven Dimensions of Branding articulates the fundamental elements of the branding process, with specific reference to Africa's largest emerging market, Nigeria. Drawing on the author's more than two decades of helping local and international brands, the book gives you an insight into the peculiar challenges of creating and building successful brands in Africa and explains why global brands are not emerging from this vibrant continent. The Seven Dimensions shows how the universal principles of branding may be successfully applied in emerging economies.

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