

Global Brand Power Wharton Executive Essentials

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Filled with stories about how Coca-Cola, The Estée Lauder Companies Inc., Marriott, Apple, Starbucks, Campbell Soup Company, Southwest Airlines, and celebrities like Lady Gaga are leveraging their brands, Global Brand Power is the only book you will need to implement an effective brand strategy for your firm. THE WHARTON EXECUTIVE ESSENTIALS SERIES. The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought leaders to you wherever ...

Global Brand Power - Wharton School Press

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With the value and importance of brands on the rise in today's global marketplace, brand managers and other executives need to create strategies for growing and protecting these critical assets. They need tools for measuring their value, how to communicate their brand, and when and how to reposition it. In her new book, Global Brand Power: Leveraging Branding for Long-Term Growth, Wharton marketing professor Barbara Kahn fills these needs.

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"Global Brand Power: Leveraging Branding for Long-Term Growth" is written by Barbara E Khan and published by Wharton Digital Press. Dr Kahn is one of the leading experts and publishers (academic peer reviewed journals) in marketing and branding.

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She is also the author of Global Brand Power: Leveraging Branding for Long-Term Growth. Professor Kahn is the former dean of the University of Miami School of Business Administration and a past director of the Wharton School's Jay H. Baker Retailing Center. She received her PhD, MBA and MPhil degrees from Columbia University.

~~Barbara Kahn - Wharton Executive Education~~

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So, he began researching programs. A former colleague, who was the CEO of a global energy company, recommended Wharton's executive MBA program. "He advised that if I was going to spend the time and energy on an MBA, then I should go to the best of the best," recalled Cory.

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Publicis Groupe has appointed Ian Wharton as Executive Creative Director of Publicis Sapient, the digital transformation hub of Publicis Groupe. Wharton joins the Publicis Groupe UK creative line up in London led by Ben Mooge, CCO of Publicis Groupe UK and forms part of Publicis Sapient's Global Experience team, where he will drive design excellence and experience, with a focus on quality in craft.

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