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global brands in a semi-globalized world; Draws on the author's world-class expertise and research in branding and global marketing over the last 25 years, alongside interviews with senior executives and the author's consulting work

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What sets strong global brands apart?
First, they generate more than half their revenue and most of their growth outside their home market. Secondly, their brand equity is responsible for a massive pe

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Steenkamp introduces the global brand value chain and explains how brand equity factors into shareholder value. The book equips executives with techniques for developing strategy, organizing execution, and measuring results so that your brand will prosper globally. What sets strong

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Global Brand Strategy lays out
actionable strategies for executives to
launch and fly strong global brands, no

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matter the headwinds. Steenkamp speaks to three types of managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.

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With case studies from around the world, Steenkamp's book is provocative and timely. Global Brand Strategy speaks to three types of B2C and B2B managers: those who want to

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strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.

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