

NEW BRAND LEADERSHIP

Managing at the Intersection of
Globalization, Localization, and Personalization



LARRY LIGHT and JOAN KIDDON

New Brand Leadership Managing At The Intersection Of Globalization Localization And Personalization

Larry Light, Joan Kiddon



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New Brand Leadership Larry Light, Joan Kiddon, 2015-05-23 New Brand Leadership delivers the first complete proven blueprint for organizing and executing on global brand marketing It reflects the authors 50 years of combined experience driving global brand leadership and measurable results across a wide range of industries at companies ranging from Mars to Nissan IHG to YUM Brands Larry Light and Joan Kiddon show how to drive value by successfully managing at the intersection of globalization localization and personalization They introduce Arcature s proven Collaborative Three Box Model guiding you step by step through creating brand vision defining brand framework bringing your brand to life and then measuring your performance They offer specific high value recommendations regarding cultural change organizational responsibilities structure metrics and much more You ll find proven solutions to tough real world global branding challenges including managing tensions between global and local central and regional and brand leadership vs brand management For wide audiences of C suite and other current and prospective business leaders HR officers marketing executives and agency professionals top executives business leaders prospective business leaders and MBA executive MBA students The Routledge Companion to Corporate Branding Oriol Iglesias, Nicholas Ind, Majken Schultz, 2022-04-28 This companion is a prestige reference work that offers students and researchers a comprehensive overview of the emerging co created multi stakeholder and sustainable approach to corporate brand management representing a paradigm shift in the literature The volume contains 30 chapters organised into 6 thematic sections The first section is an introductory one which underscores the evolution of brand management thinking over time presenting the corporate brand management field introducing the current debates in the literature and discussing the key dimensions of the emerging corporate brand management paradigm The next five sections focus in turn on one of the key dimensions that characterize the emerging approach to corporate brand management co creation sustainability polysemic corporate narratives transformation history and future and corporate culture Every chapter provides a deep reflection on current knowledge highlighting the most relevant debates and tensions and offers a roadmap for future research avenues The final chapter of each section is a commentary on the section written by a senior leading scholar in the corporate brand management field This wide ranging reference work is primarily for students scholars and researchers in management marketing and brand management offering a single repository on the current state of knowledge current debates and relevant literature Written by an international selection of leading authors from the USA Europe Asia Africa and Australia it provides a balanced authoritative overview of the field and convenient access to an emerging perspective on corporate brand management Diversity and Inclusion-Driven Marketing for Multicultural Marketplaces Tarnanidis, Theodore, Sousa, Bruno, Vlachopoulou, Maro, Papachristou, Evridiki, Kittu Manda, Vijaya, 2025-10-01 In today s economy diversity and inclusion are effective marketing practices for brands wanting to authentically connect with the multicultural marketplace As consumer demographics grow and evolve businesses must embrace inclusive strategies that

reflect the values and experiences of diverse communities Effective multicultural marketing helps with representation and fosters engagement ensuring products and messaging resonate with a broad spectrum of cultural backgrounds By prioritizing inclusivity companies can enhance brand loyalty and trust while driving innovation and expanding their market reach in an increasingly interconnected world Diversity and Inclusion Driven Marketing for Multicultural Marketplaces explores the importance of diversity and inclusion in marketing for consumer wellbeing It pinpoints the actions taken by individual organizations and marketers and examines policies and actions integrated in both education and marketing practice This book covers topics such as marketing diversity and inclusion and gender bias and is a useful resource for academicians business owners researchers consultants policymakers and data scientists [The Paradox Planet](#) Larry Light,Joan Kiddon,2017-07-18 Beginning with the Age of We in the 1950s and moving to the Age of Me to todaythe Age of Ithis book examines how polarization and anger has changed how companies must manage their brands Larry Light and Joan Kiddon the leaders of Arcature LLC consultants in brand management examine societal changes and global local and personal forces through the lens of marketers They explain how to leverage paradox promises into brand focused strategies and actions that create a pathway to profitability create extraordinary brand experiences for individuals and communities and build strong brands in a world of contradictory needs and benefits In todays world people want their individuality to be recognized but they also want to belong to a group that shares their distinctiveness People want to be independent and interconnected which is the underlying paradox affecting how we make decisions today Navigate how to satisfy conflicting needs and look beyond single minded solutions with the insights and guidance in The Paradox Planet **Six Rules of Brand Revitalization** Larry Light,Joan Kiddon,2016-02-08 Are you responsible for reinvigorating your brand to achieve enduring profitable growth in a volatile world Or for keeping a still strong brand from fading in relevance and value The Six Rules of Brand Revitalization Second Edition presents an intensely practical blueprint for resurrecting or revitalizing any brand and driving it to unprecedented levels of success Larry Light and Joan Kiddon illuminate their blueprint with up to date case studies and specific examples from their unsurpassed brand experience offering detailed dos and don ts for everything from segmentation to RandD to executive leadership You ll discover how to eliminate siloes and refocus your entire organization around common goals and brand promises restore brand relevance based on an ever more profound knowledge of your customers reinvent your total brand experience leveraging innovation renovation marketing and value Using McDonald s and other prominent examples Light and Kiddon show how big brands get into trouble by committing several common mistakes how to reenergize them why hard to change bad habits can lead brands back into trouble again and how to keep that from happening to your brands Along the way they demonstrate how to define and measure progress rebuild brand trust within and outside the organization create a plan to win and execute on it **Die Markenmatrix** Mats Urde,2024-09-10 Um ein erfolgreiches Unternehmen zu f hren m ssen Sie Ihre Mitarbeiter engagieren und inspirieren Dazu

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