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## How They Started Global Brands

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In 2008 when “ How They Started Global Brands ” was published, Blackberry held around 70% share of the market. However, the story is different today as blackberry market share fell to 0% in February 2017. Nokia phones have also experienced a significant decrease in popularity compared to the huge market presence it enjoyed in 2008.

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At 150,811 million US dollars, Amazon has the distinct pleasure of occupying the top spot in terms of brand value, market capitalization and revenues earned in Global Brands In The World 500 2018 List. In terms of sales units, it occupies the second position in the world. Amazon is an



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American origin company that deals in internet retail.

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To become a global brand a company must be able to identify the attractiveness of a world market for its brand and organize a sequence of introducing and launching the brand in different countries of the world. In addition to that, a huge investment on advertisement on all mediums is important. From a consumer point of view, global brands are important because they expect a certain quality standard from these brands which the consumers do not expect local brands to fulfill.

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Businesses  
it, they understand the values of the brand," Kahn says.

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These brands have taught us so much just with their innovative approaches and strategic ideas. They can be a great example and a lesson for everyone who decides to be brave enough to establish itself as a global brand. We hope these 10 Examples of Powerful Global Branding have been insightful, and be sure to leave your comments below.

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10 Examples of Powerful Global Branding - Branding

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L'Oréal's global flotilla of brands is organised by 4 complementary Divisions, which each develop a specific vision of beauty by consumption universe: Professional Products Division, Consumer Products Division, L'Oréal Luxe and the Active Cosmetics Division.

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L'Oréal Group : Our Global Brands Portfolio

3. The company name is the brand name. All marketing dollars are concentrated on that one brand. Think GE and

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IBM. 4. Access to the global village. Consuming the brand equals membership in a ...

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How To Build a Global Brand - Harvard Business Review  
Advice for Global Branding. I've seen lots of mistakes being made in the building of global brands—and I've made some of those mistakes myself. My mission is to prevent you from having to suffer the consequences of those same blunders, so I'd like to impart some of the wisdom I've accumulated over the years. Know Your Intentions from the Start.

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How to Build a Global Brand - How To Build a Brand

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Tuesday, June 23, 2015, by Eliane Karsaklian. Without using a crystal ball, Theodore Levitt predicted the globalization of markets in the 1980 ' s by describing a convergence of tastes in the worldand thus the emergence of a global market for uniform consumer products. He saw global corporations exploiting the economics of simplicity and standardization to price their global products far below the local competition.

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