



International Branding - An Internationalization Approach on the Marketing Level

By Robert Tönnis

Grin Verlag Jul 2007, 2007. Taschenbuch. Book Condition: Neu. 215x154x9 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1,3, University of Applied Sciences Frankfurt am Main (Fachbereich 3: Wirtschaft und Recht), course: Marketing Management im internationalen Kontext, 20 entries in the bibliography, language: English, abstract: During the last decades, the globalisation importance has increased a lot. In this term, the crucial globalisation pushing strength the homogenisation of markets and short PLC did change the competition on international markets. The internationalisation from companies becomes also more and more important. Due to these challenges lots of companies do not consider to operate their business activity on an international scope, but they are thinking about the aspect of how to act successfully on international markets. Within the scope of internationalisation brands play an important role. The expansion of business activity on international markets is not thinkable without brands. Especially in terms of uncertain economic activities, the consumer is searching for orientation, trust and identification. The consumer will find all this in the brands. Regarding a company that decides to...



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