



### Specifications:-

- This Book Combines Scientific Research And Professional Insights On Brand And Marketing Strategy Development In Major Emerging Growth Markets. It Presents A Detailed Outline Of The Brazil, Russia, India And China (BRIC) Markets To Understand Their Cultural And Socio-Economic Complexity.
- With Emerging Markets At The Center, Major Paradigm Shifts Are Explained Such As 'one World Strategies'. The Author Reveals The Importance Of Market-Driven Positioning That Uses Local Differences And Consumer Preferences As Opportunities Without Contradicting A Corporation's Global Positioning.
- Professionals In International Marketing And Business Strategists Will Find The Hands-On Guidance To 25 New Success Strategies Particularly Useful. This Book Is Also A Must-Read For People Dealing With Branding And Marketing In A 'globalized' World.

Note: Specifications are subject to change, Photos shown above are Indicative, Actual Product can Vary.



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