

1. Record Nr.	UNINA9910350322703321
Titolo	China Branding : Cases from Zhejiang / / edited by Martin J. Liu, Jun Luo
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Palgrave Macmillan, , 2019
ISBN	9789811393181 9811393184
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XV, 154 p. 42 illus., 29 illus. in color.)
Disciplina	330.0095
Soggetti	Asia - Economic conditions Branding (Marketing) Consumer behavior Asian Economics Branding Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Case 1 Place Umbrella Branding and the Provision of Quality: A Case Study of the "ZhejiangMade" Brand -- Case 2 Branding in the Context of Globalization: A Case Study of Baoxiniao -- Case 3 From No Body to Some Body: A Resource Based View Approach for the Branding of a manufacturer -- Case 4 Innovation in Environmental Technologies in China: The Case of Feida's Power Plant Pollution Control Equipment -- Case 5 Customer Orientation and Brand Performance: A Study of ROBAM -- Case 6 Standing Out in the Crowd in the B2B Market: A Success Story from Xinhai Technology Group -- Case 7 Crafting A Successful Business Strategy: A Case of Zhejiang Yinlun Machinery Co. Ltd. -- Case 8 Weixing: A Plastic Pipe Industry Leader Who Succeeded with Manufacturing Upgrading and Long-term R&D Investment -- Case 9 Deli Group: A Five Force Behavioral Culture -- Case 10 Unravelling the Myth of Fotile: The Critical Role of Strategic Positioning in Brand Building.
Sommario/riassunto	This book provides an overview of the brand construction process of

manufacturing enterprises in Zhejiang province, China. There are now a number of industry-leading enterprises that are trying to build their own brands and manufacture products of higher quality in Zhejiang. The first chapter focuses on the place branding strategy employed by the Zhejiang Provincial Government in launching the “ZhejiangMade” brand to improve the perception of products made by Zhejiang manufacturing firms and promote them in the domestic and international markets. In the following nine chapters, the editors bring together case studies from nine leading enterprises in Zhejiang, including Baoxiniao, Shuanghuan, Feida, ROBAM, Xinhai, Yinlun, Weixing, Deli and Fotile, providing an analysis of their branding process. Martin J. Liu is a Professor of Marketing and Innovation and Associate Dean for Research and Knowledge Exchange at Nottingham University Business School China. Martin has led the development of the “Zhejiang Provincial Branding Academy”, a research and education platform co-founded by UNNC and the Zhejiang Provincial Government in China. Jun Luo is an Assistant Professor of Marketing & Entrepreneurship at Nottingham University Business School China. Her research focuses on services marketing. Her co-authored research work has appeared in both marketing and management journals, including *Journal of Business Research*, *International Journal of Production Economics*, and *Asia-Pacific Advances in Consumer Research*.

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