

1. Record Nr.	UNINA9910782120203321
Titolo	Corporate cultures and global brands [[electronic resource] /] / edited by Albrecht Rothacher
Pubbl/distr/stampa	Hackensack, New Jersey, : World Scientific Pub., c2004
ISBN	1-281-87259-8 9786611872595 981-256-305-9
Descrizione fisica	1 online resource (279 p.)
Classificazione	85.08
Altri autori (Persone)	RothacherAlbrecht
Disciplina	658.827
Soggetti	Brand name products - Management Branding (Marketing) Corporate culture Corporate image Competition, International
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"All participants of the seminar on "Comparative Business Cultures" held at the Economics Department of the National University of Singapore during 2003 shared ... intellectual excitement and discovery of the most diverse corporate and marketing worlds which are captured in the contributions of this volume"--Acknowledgements.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents ; Acknowledgements ; Corporate Identities and Successful Branding ; Bibliography ; Mars Inc.: More Than Candies and Cat Food ; History ; Forrest Mars the Man ; The Five Principles ; Corporate Structure of the Company ; Expansion Globally ; Future Prospects Bibliography The Bitter Sweet Chocolates of Sprungli-Lindt; Bibliography ; Kikkoman: Far Travelled Sauces ; Bibliography ; Who Loves McDonald's? ; Bibliography ; For God America and the Real Thing: The Coke Story ; The ""Good Ole"" Days ; Robert W. Woodruff ""The Boss"" Coke Nation Embodying Corporate Culture

Criticism of Coca-Cola's Culture ; Turning to
 the World (Global Strategy) ; Coca-Cola's
 Asian Strategy ; Global Culture ; The
 Pepsi Challenge ; A World without End for Coca-Cola?
 ; Bibliography ; Zubrowka Bison Vodka: The High Is the
 Limit
 History of Vodka How Vodka is Produced
 ; Vodka in Poland ; Zubrowka Bison Brand Vodka
 ; The Polish Alcohol Industry and Privatisation
 ; Pernod Ricard ; Corporate Challenges ;
 Conclusion ; Bibliography ; Ikea: The Smaland
 Way Goes Global ; Origins of IKEA
 ; The Early Years
 The Man Himself The Culture Within ;
 European Business Culture ; The American Business
 Culture ; The Empire ; Prospects
 ; Bibliography ; The Rise and Fall of the Seibu-Saison
 Empire ; Bibliography ;
 United the Benetton Way ; Advertising Campaigns
 ; Benetton's Company Culture
 Bibliography

Sommario/riassunto

This interesting book covers the development of 19 prominent European, American and Asian companies from their humble origins to their current status as global operators. The case studies review the changes of their corporate structures and the successes and failures of their marketing and branding strategies. A wide range of business sectors is covered, including foodstuffs, drinks, retail, apparel, electronics, aviation, cars and entertainment. Of prime importance for corporate survival and growth in all sectors and countries is the crucial shift from owner-founder-run companies to consolid
