

1. Record Nr.	UNINA9910783902403321
Titolo	Contemporary thinking, topics and trends in international branding, part 1 [[electronic resource] /] / guest editors T.C. Melewar and Joseann Small
Pubbl/distr/stampa	Bradford, : Emerald Group Press, c2007
ISBN	1-280-92920-0 9786610929207 1-84663-499-7
Descrizione fisica	1 online resource (130 p.)
Collana	International Marketing Review ; ; 24, no. 3
Altri autori (Persone)	MelewarT. C SmallJoseann
Disciplina	382.3 382.65
Soggetti	Export marketing Branding (Marketing)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; CONTENTS; EDITORIAL ADVISORY BOARD; Guest editorial; Understanding international branding: defining the domain and reviewing the literature; Global branding, country of origin and expertise; An investigation of global versus local online branding; Global brand communities across borders: the Warhammer case; How cultural differences in uncertainty avoidance affect product perceptions; Revitalising suffering multinational brands: an empirical study; List of reviewers
Sommario/riassunto	International branding, as an area of research in international marketing, needs a domain and an impetus of its own. This e-book seeks to lift international branding out of the shadow of international marketing and out of a pattern of largely replication studies centered on the standardization/localization debate. The articles that comprise the e-book seek a more comprehensive understanding of the dimensions of international branding and of its related paradigms. The international focus and affiliations of the academics contributing to this compendium add to the interesting

