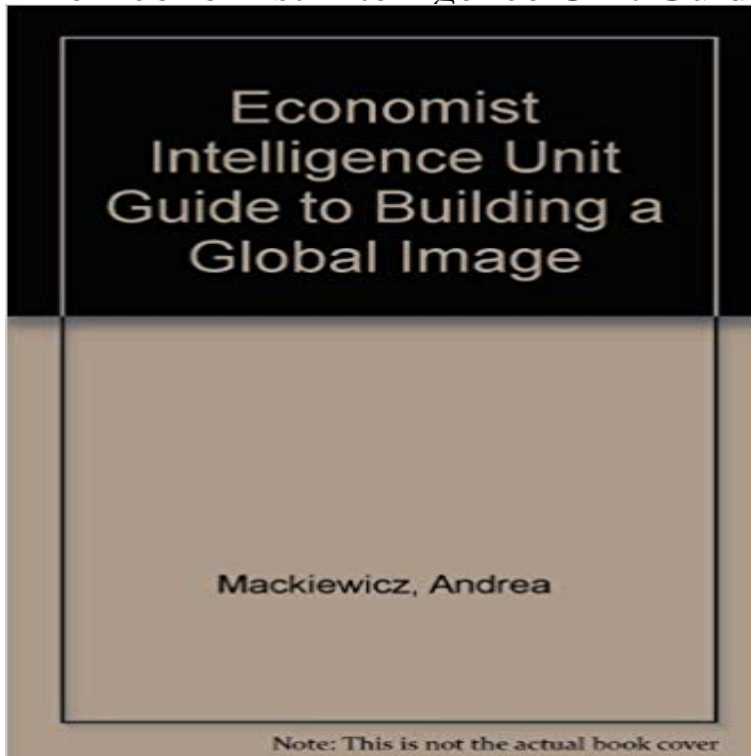


The Economist Intelligence Unit Guide to Building a Global Image



To succeed in the global marketplace, companies must create and project an enduring, positive image that transcends national boundaries. Focusing on the ongoing image-building efforts of some of the worlds best-known firms, this new guide shows strategic planners, marketing managers, and public relations professionals how to position, protect, and advance their companys interests, wherever it does business. Drawing upon the Economist Intelligence Units vast research and analytical capabilities, the guide explores all the components of global image building, from choosing company and product brand names to leveraging brand equity. It provides strategies for updating an old image, revamping product lines, and preserving an image during crisis of controversy. Readers will discover how to use corporate philanthropy to enhance a reputation, reinforce it with advertising, and establish successful image guidelines after mergers and acquisitions. And theyll see firsthand how such top international companies as Apple, Honda, Sony, Levi Strauss, and Reebok are putting these image-building principles into profitable global practice.

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