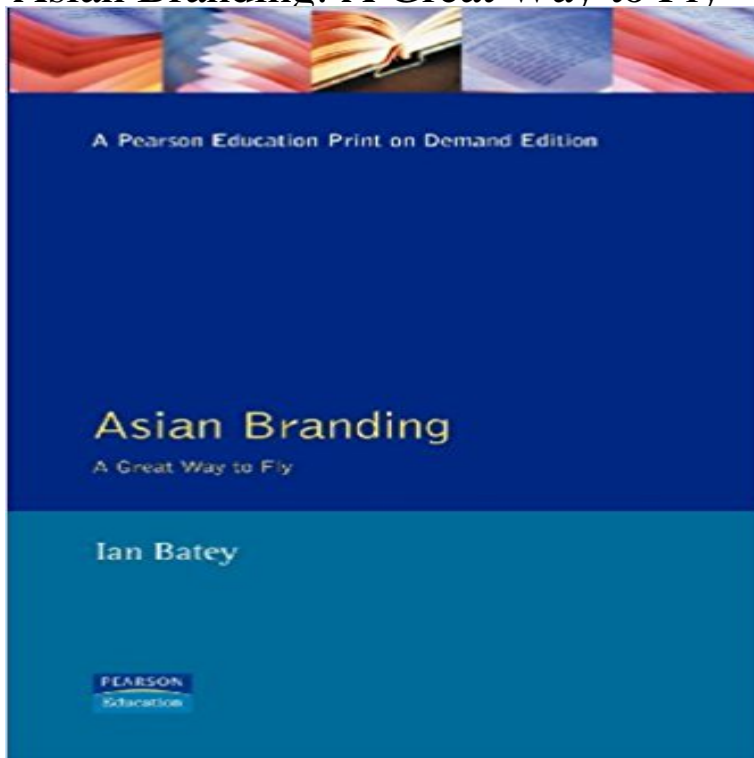


Asian Branding: A Great Way to Fly



Written by Ian Batey, the creator of the Singapore Girl and Asia's most respected practitioner in the field, this book is your essential resource for building a brand with staying power in Asia. Batey crusades a massive global marketing war in which Asian brands rise from nothing to beat Western and Japanese power brands at their own game. He identifies how a diverse range of products and commodities in Asia, Australia and India can become global power brands. What you need are focused applications of the three Cs: Creativity, Courage and Confidence. The book leads readers through the Asian marketing minefield, sharing the step-by-step strategic processes of famous market leaders. It takes you behind the scenes for a glimpse of Singapore Airlines, Mercedes-Benz, Shangri-La Hotels, Singapore Tourism Board, Tiger Beer, United Overseas Bank, and more. The author delivers page after page of practical and inspiring guidance, spiced with his often, irreverent wit and illuminated with brand-building ads, unique charts and diagrams.

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