



# **The Global Brand: How to Create and Develop Lasting Brand Value in the World Market**

*Nigel Hollis*

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Rapid advances in modern technology present companies with quickly expanding marketing opportunities, but they also create an over-saturated business landscape that both helps and hurts brands. In this thorough investigation of brand strength in the accelerated modern business world, Nigel Hollis draws on his experience at Millward Brown to present a simple formula for determining brand strength based on two axes, Presence (or familiarity) and Voltage (or marketing appeal), to illustrate the market value and performance of brands. He analyzes the five steps of customer commitment to a strong brand--Presence, Relevance, Performance, Advantage, and Bonding. Finally, Hollis emphasizes human nature as a set of constant core values that all brands should appeal to, and analyzes the future of brand-building as a profitable investment.

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