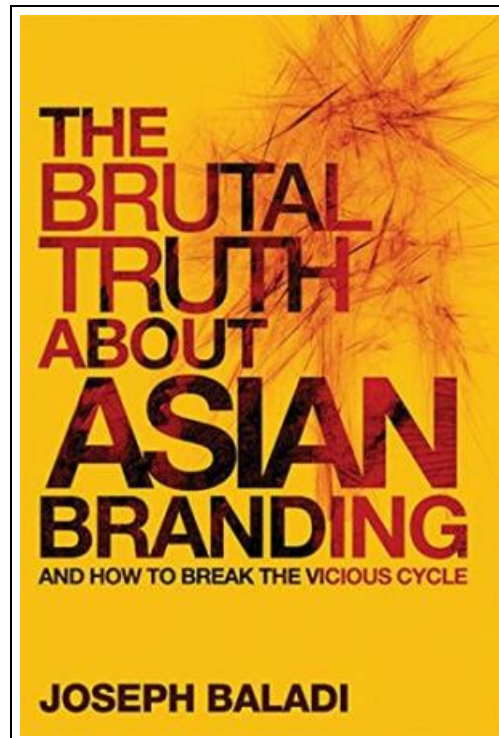


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John Wiley and Sons Ltd, United Kingdom, 2011. Hardback. Condition: New. Language: English . Brand New Book. This is one of the most thoughtful books on branding I've come across. Most such books are either quickly-crafted how-to books or academic tomes over-burdened with references. This book is thoughtful because it raises questions which deal with the why rather than just how of branding. The reference to brutal truth as the truth which will set us free to examine ourselves without self-illusions is liberating. The notion that Asia has many good, but no great brands, is also not a put-down but a clarion call for Asian CEOs to rise to the challenge and create lasting, meaningful, committed brands. Ho Kwon Ping Chairman/CEO, Banyan Tree and Board of Trustees, SMU 2010 recipient of the Lifetime Achievement Award by the American Creativity Association A cold shower to wake people up. Joe Baladi's Brand Blueprint is a great tool for anyone involved in Sovereign Relationship Marketing or brand building anywhere. Timothy Love Vice Chairman Chief Executive Officer, Omnicom APIMA There are many books about branding but few address Asian companies directly. Joe Baladi has been one of the loudest voices to advocate strong branding practices to Asian companies determined to outperform their competitors. The Brutal Truth About Asian Branding is a timely book that all Asian CEOs with global aspirations should read. Richard Eu Group CEO, Eu Yan Sang International The Brutal Truth About Asian Branding is the first book that connects branding frameworks to the realities of operating in Asia. It offers a very straightforward perspective on the challenges Asian CEOs face as they build their businesses and their brands, and perhaps the most compelling part of the book is the passionate plea for how Asian CEOs should be thinking different..



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