

# Global Brand Power Wharton Executive Essentials

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BARBARA E KAHN 700 Jon M Huntsman Building The Wharton School University of Pennsylvania Wharton Executive Education Video Series b)!Distance Learning at Westcott Communications - taught a basic marketing B E (2013), Global Brand Power: Leveraging Branding for Long-Term Growth, Wharton Press, Philadelphia, PA Articles Published in

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The assignment must be completed in your Wharton groups for the brand to which you have been assigned This work product will be Barbara E (2013) Global Brand Power: Growth," Wharton Executive Essentials MKTG 897: Luxury Branding and Retailing in Italy and Beyond 5 Bell,

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(2) Prepare a brand audit for one of the companies that we have visited The brand audit should contain two parts: (1) a Brand inventory which is a comprehensive profile of how all products and services are marketed, branded, and sold by the company (supply side) This inventory should encompass both outside research

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Wharton School of the University of Pennsylvania He is the founding director of the SEI Center for Advanced Studies in Management and is the initiator and editor of the Wharton Executive Library Jetson living: the face Of consumer culture in the 21st Century? Big questions for the 21st Century global brand Rather, it must consider the world