



## Brand New World: How India, China, Russia, Brazil are Reshaping Business

By Max Lenderman

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. We live in a brand new world where marketing is taking on incredible new forms, especially in the hyper-developing countries India, China, Russia and Brazil. The almost unimaginable economic growth in these nations is revolutionizing marketing across the world. Take, for instance, Indias best version of a hustling oligarch: Vijay Mallya. In 1983 he inherited the Bangalore-based UB Group, a liquor company that was third-tier at best. United Breweries is now Indias biggest brewer, buoyed by the Kingfisher brand. Vijay Mallya started an airline with the same name after a ban on beer advertising. The Indian oligarch parlayed the beer brand to launch a flourishing surrogate one. Focus Media Holding, founded in 2003, has transformed Chinas advertising landscape with over 190,000 screens scattered throughout the country. The founder Jason Jiang has amassed an estimated \$1.8 billion fortune. An ex-advertising executive at a Shanghai agency, Jiang bet it all on a hunch that Chinese consumers wouldnt mind watching ads while waiting for an elevator. And he was right. In this book the author shares other such groundbreaking business models and marketing strategies that every business visionary needs to understand. Brisk, fascinating, and a little...

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