

"ANYONE WITH MORE THAN A PASSING
INTEREST IN HOW GLOBAL BRANDS
DEVELOP SHOULD TAKE NOTE"

FINANCIAL TIMES

Brand BREAKOUT

HOW **EMERGING
MARKET BRANDS**
WILL GO GLOBAL

NIRMALYA KUMAR and
JAN-BENEDICT E.M. STEENKAMP

Resumo de Brand Breakout: How Emerging Market Brands Will Go Global

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