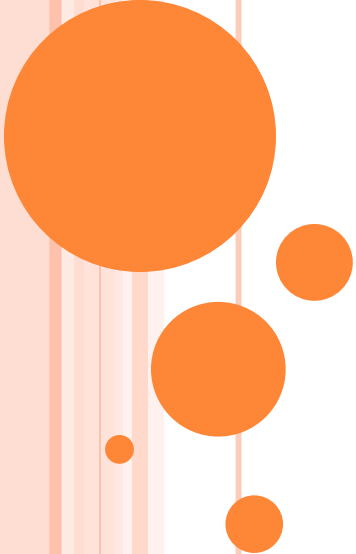


# **KEEPING BRANDS STRONG**



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# KEEPING BRANDS STRONG

- Great value of corporate name
- Google as an example of outstanding brand
- Brands damaged by strategic mistakes
- How brands cross borders
- Challenges and advantages of brands



# CORPORATE BRANDS = HUMAN REPUTATION



But the reputation of the brand can be damaged easily if the company

- Reduces the quality of services and products
- or
- Stretches the brand unwisely.



# GOOGLE'S SUCCESS

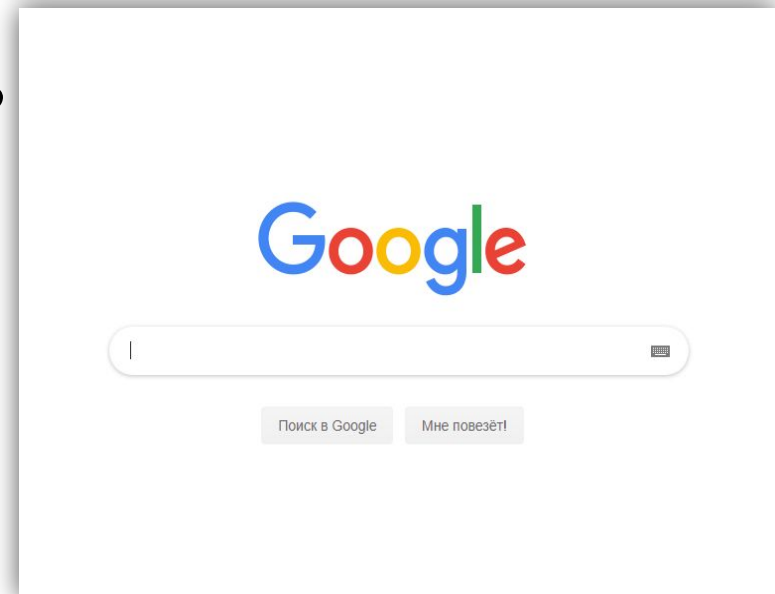
Google.com was registered in 1997.



What is the secret of its success?

□ There is no secret:

Google doesn't put any display advertisement on its homepage.



# BRANDS DAMAGED BY STRATEGIC ERROS

Levi's Company decided to produce suits.



Apple moved into audio and visual products.  
It saved the brand's reputation.



# WHAT CAN HELP BRANDS CROSS BORDERS?

- Globalization
- Lowering of trade barriers
- Advances in technology



# CHALLENGES

Certainly all brands face challenges. What are they?

Challenges can be:

- Global: pirating of brand products

Phone, motor, textile companies, film and entertainment companies can't stop their products being illegally copied





# CHALLENGES

- Local: generic competition

This kind of challenge is extremely painful for food and pharmaceutical industries



# STRONG BRANDS MEAN BIG ADVANTAGES

- ❑ To increase profit
- ❑ To recruit the best graduates from universities and business schools
- ❑ To make use of the innovations



# CONCLUSION

- In the modern world the reputation of corporate brands is more important than ever before.
- It really protects companies from illegal generic competition and global challenges.



Thank you for your attention.

