



# Brand Breakout: How Emerging Market Brands Will Go Global

*N. Kumar, J. Steenkamp*

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**Brand Breakout: How Emerging Market Brands Will Go Global** N. Kumar, J. Steenkamp

Written by the world's leading thinkers on brand strategy, this book looks at what Asian and emerging market brands need to do to succeed in international markets and the challenges they face when competing with western brands.

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