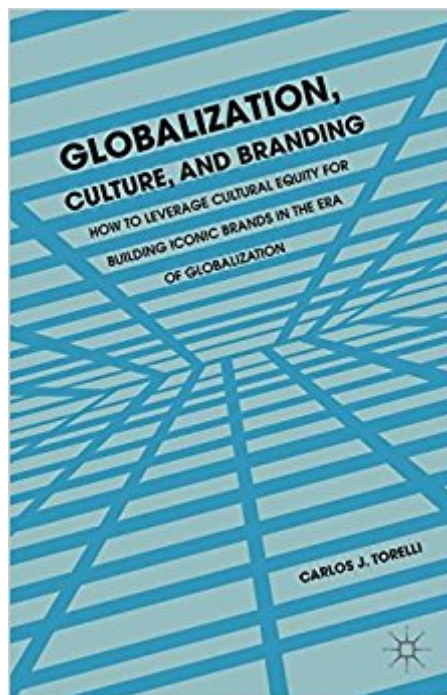




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# Globalization, Culture, And Branding: How To Leverage Cultural Equity For Building Iconic Brands In The Era Of Globalization



## Synopsis

Drawing from novel theoretical insights in social psychology, cultural psychology, and marketing, *Globalization, Culture and Branding* provides guidelines for imbuing brands with culturally symbolic meanings that can create deep psychological bonds with multi-cultural consumers.

## Book Information

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"Finally, a book that bridges the gap between brand management and cultural psychology. Torelli leverages the insights of cultural psychology and related fields to provide research-based answers to the real-world questions facing global brand managers. As both consumers and brands become more culturally diverse, these questions are more urgent than ever. If you have ever wondered how McDonald's, Kellogg's, and BMW navigate the complex cultural landscapes in which they do business - and how they could do it better - read this book!" - Sharon Shavitt, Professor of Marketing, University of Illinois, USA "On topics related to culture, branding, and brand equity, there are several books and authors considered 'classics' by marketing professors. Torelli's work offers a rich and accessible addition to this reading list." - CHOICE, Highly Recommended

Carlos J. Torelli is Associate Professor of Marketing at the Carlson School of Management, University of Minnesota, USA, and former Marketing Vice-President for Citibank in Venezuela and Turkey. His work has been published in several books and in top journals in psychology and consumer behavior, including the *Journal of Marketing*, the *Journal of Personality and Social*

Psychology, the Journal of Consumer Research, the Journal of Consumer Psychology (where one of his articles is ranked in the "top 20 most cited" articles in the last 5 years), Social Cognition, and Social and Personality Psychology Compass. His research has been featured in multiple mass media outlets, such as NPR, WCCO-TV, KMSP-TV, Star Tribune, Psychology Today, Yahoo Finance, and Yahoo Lifestyle.

Excellent

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