Dublin - Research and Markets has announced the addition of John Wiley and Sons Ltd’s new book “The Brutal Truth About Asian Branding: And How to Break the Vicious Cycle” to their offering.

This is one of the most thoughtful books on branding I’ve come across. Most such books are either quickly-crafted “how-to” books or academic tomes over-burdened with references. This book is thoughtful because it raises questions which deal with the “why” rather than just “how” of branding. The reference to brutal truth as the truth which will set us free to examine ourselves without self-illusions is liberating. The notion that Asia has many good, but no great brands, is also not a put-down but a clarion call for Asian CEOs to rise to the challenge and create lasting, meaningful, committed brands.

A cold shower to wake people up. Joe Baladi’s Brand Blueprint is a great tool for anyone involved in Sovereign Relationship Marketing or brand building anywhere.

There are many books about branding but few address Asian companies directly. Joe Baladi has been one of the loudest voices to advocate strong branding practices to Asian companies determined to outperform their competitors. The Brutal Truth About Asian Branding is a timely book that all Asian CEOs with global aspirations should read.

The Brutal Truth About Asian Branding is the first book that connects branding frameworks to the realities of operating in Asia. It offers a very straightforward perspective on the challenges Asian CEOs face as they build their businesses and their brands, and perhaps the most compelling part of the book is the passionate plea for how Asian CEOs should be thinking different about branding. In true Baladi style, it is straight from the heart.

A very interesting and valuable perspective on Asian branding… one that decision makers in the region should read and embrace. Well done Joe!

Brands mean Business, anywhere in the world! The focus on Asia, at this time, is natural since the developing nations of the region did so much to help the world recover from the global 2008 economic crisis. Baladi’s text is timely; it is thoughtful and thought-provoking; putting people and brands center stage with practical insights borne of his breadth of personal experience at the frontline.

The brutal truth is that Joe Baladi is right. Asian CEOs must learn the brand skills used so successfully in the rest of the world. It will take a big change in mentality, but the rewards will be vast. This book is a great start to that revolution.
Key Topics Covered:


2. Five Reasons Why There are Very Few Great Asian brands.


4. Pre-Branding.


7. Brand into Action: Delivering against Your Promise.

8. Conclusion.

Author:

Joseph Baladi was raised in South America and educated in Australia. His working career - which has included postings to New York City, Mexico City, Tokyo, and Singapore - has given him a unique perspective on human values, consumer behavior and the valuable role that brands and branding play in building an organization. During the course of his career, Joseph has provided brand-building advice to leading global companies including Procter & Gamble, Mars, and Coca-Cola. Presently based in Asia, he is considered a leading voice for and an advocate of emerging great Asian brands. He is a prolific writer and a popular speaker at major business and branding forums around the world.

In 2011, Joseph Baladi received the prestigious Ron Frank Fellowship to read the Executive MBA program at Singapore Management University (SMU).

For more information visit http://www.researchandmarkets.com/research/0877d7/the_brutal_truth_a [http://www.researchandmarkets.com/research/0877d7/the_brutal_truth_a]