

# **International Brand Management Of Chinese Companies: Case Studies On The Chinese Household Appliances And Consumer Electronics Industry Entering US ... European Markets (Contributions To Economics) By Sandra Bell**

**By Sandra Bell**

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"This book is a must read for all those interested in building successful global brands and for all those interested in China and Chinese companies.

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Four countries were chosen for comparative country case studies on the consumer electronics industry alone was the United States (27 companies),

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which also included studies at the European he has licensed Freespace solutions to global consumer electronics companies, Jos performed brand management

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