

**BRANDING ACROSS BORDERS: A GUIDE TO GLOBAL  
BRAND MARKETING**

Linn Cisar

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Erfahre hier Ultimately, strong brands will transcend industries and provide an organization with one of its most valuable assets. Alan Dib, author of The 1-Page Marketing Plan, argues that new or small businesses benefit most from developing quality products and services and that they should not commit resources to building a brand until that is accomplished.

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