



From Chinese Brand Culture to Global Brands: Insights from aesthetics, fashion and history

By W. Zhiyan, J. Borgerson, J. Schroeder



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From Chinese Brand Culture to Global Brands examines branding from the Chinese perspective, and predicts that China's greatest brands are poised for global dominance.

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Editorial Review

From the Back Cover

"Branding in China is at a cross-roads. International fashion brands are building retail empires but there are also emerging branding efforts by Chinese companies. Written by three experts in the field, this original and fascinating book portrays the complexities of how global and local consumer culture plays out in China. Using the case studies of a Chinese pop star, the Beijing Olympics, and Shanghai Tang, the authors deconstruct the text of brands and provide invaluable insights about a market that in the future may contribute significantly to the global brandscape."

Bernd Schmitt, Director, Center on Global Brand Leadership, Columbia Business School; Director, Institute on Asian Consumer Insight, Singapore. Author of *The Changing Face of the Asian Consumer*.

"From Chinese Brand Culture to Global Brands explores the making and traveling of Chinese brands. Rather than projecting Western brand management practices onto Chinese brands, the volume articulates an emerging and unique Chinese brand culture. The book is a must-read for all those interested in brand culture, globalization and wider issues related to the rise of the Chinese economy."

Martin Kornberger, Professor of Organization, Copenhagen Business School, author of *Brand Society: How Brands Transform Management and Lifestyle*

"Between the desire to be uniquely differentiated from Western cultural products and competitive on the international playing field, From Chinese Brand Culture to Global Brands: Insights from Aesthetics, Fashion and History, shows how Chinese brands seek to forge ways between China's mythic past and China's modern, globalizing future. To that extent, this book sketches a cultural grammar for the future of the world. Fascinating, erudite, and easy to read, this will be essential reading for every student of Chinese business, culture and branding."??

Michael B. Griffiths, Research Director/Global Expert, Ethnography and Culture, TNS Research International, Shanghai, author of *Consumers and Individuals in China: Standing Out, Fitting In*

"Just as the rise of Chinese consumers has changed the quantity and quality of consumption, so will Chinese brands alter the landscape for global brands and brand culture. From Chinese Brand Culture to Global Brands presents an insightful and well-rounded analysis of the development of Chinese brands - and the consumers, executives, culture, and competition that shape their character. This book will change your understanding -- and your expectation -- of what's to come."

Mary Bergstrom, The Bergstrom Group, Shanghai, author of *All Eyes East: Lessons from the Front Lines of Marketing to China's Youth*

About the Author

Zhiyan Wu is a native of China, has worked in the Chinese garment manufacturing sector and was a marketing supervisor at CUIPPC, an intellectual property firm in Beijing. She has a B.A. in English from Beijing Foreign Studies University, an MSc in International Management and a PhD in Management from the University of Exeter, where she was awarded a Jonathan Young scholarship and an Award for Excellence. She is currently teaching at the School of Business, Shanghai Institute of Foreign Trade, China.

Janey Borgerson has held faculty positions at Stockholm University, Sweden and the University of Exeter Business School, UK. She is currently teaching at Saunders College of Business, Rochester Institute of Technology, New York. She has served as Malmsten Visiting Professor in the Center for Consumer Science at Gothenburg University, Sweden, research Fellow at the University of Auckland, New Zealand and Visiting Fellow at the Royal Institute of Technology in Stockholm. She received her B.A. in Philosophy from the University of Michigan, Ann Arbor and M.A. and Ph.D. in Philosophy from the University of Wisconsin, Madison. Her publications include articles in *Advances in Consumer Research*, *Business Ethics*, *Consumption, Markets and Culture*, *Culture and Organization*, *European Journal of Marketing*, *Gender, Work and Organization*, *Journal of Knowledge Management*, *Journal of Marketing Management*, *Journal of Philosophical Research*, *Philosophy Today* and *Sociological Review*.

Jonathan Schroeder is the William A. Kern Professor at Rochester Institute of Technology in New York, USA. He has held visiting appointments at Wesleyan University Center for Humanities, Gothenburg University, Sweden, University of Auckland, New Zealand, Bocconi University in Milan, Indian School of Business, Hyderabad and Stockholm University. He has published widely on branding, communication, consumer research and identity and is the author of two books and many journal articles and conference papers. He is the editor in chief of the interdisciplinary journal, *Consumption, Markets and Culture* and serves on the editorial boards of the journals *Advertising and Society Review*, *Critical Studies in Fashion and Beauty*, *European Journal of Marketing*, *Innovative Marketing*, *International Journal of Indian Culture and Business Management*, *Journal of Business Research*, *Journal of Consumer Research*, *Journal of Historical Research in Marketing*, *Journal of Macromarketing*, *Marketing Theory* and *Visual Methodologies*.

Users Review

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