

Lesson 06 Brand

Text 1

THE past 20 years have seen a massive redistribution of brand power.

A few emerging-market brands have already gone global and the companies are marching along many paths to brand success.

1. establish a beachhead in the West by selling a good-enough product cheaply
2. buy Western brands off the shelf
3. advance their home country's reputation
4. latch on to some aspect of the national culture that sounds nice

The fat margins enjoyed by globally recognised brands are a powerful incentive for emerging-market firms to shift from quantity to quality, and to venture outside their comfort zones in search of universal appeal.

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Note-Taking

Vocabulary

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2. buy Western brands **off the shelf**

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3. **advance** their home country's **reputation**
4. **latch on to** some aspect of the national culture that sounds nice

Note-Taking

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Vocabulary

Text 2

The outlook for luxury-goods firms appears to have dimmed. Beijing Xiangqing, an upmarket catering company that is usually highly profitable, plunged in the red last quarter. Luxury firms must now venture beyond the coastal cities where they have made easy fortunes, and cultivate new types of customers and market niches. And many luxury firms decide to work with domestic brands in the form of joint venture. And the hybrid brands may prompt the buyers to evaluate the "Made in China" label again. And the senior executives are considering to manufacture in China instead of mainly exporting to it.

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Vocabulary

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Vocabulary

Note-Taking

And the **senior executives** are considering to manufacture in China instead of mainly exporting to it.

Vocabulary

Say It like a Professional**hit a home run**

That company really _____ with their new technology. Everyone is using it now.

Meaning**a game plan**

If we want to win this, we really need _____.

Meaning