Big Brands: Samsung (Hardback)



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Reviews

This pdf might be well worth a study, and a lot better than other. It really is simplistic but excitement inside the fifty percent in the book. Its been printed in an exceedingly straightforward way which is just after i finished reading this ebook through which really modified me, modify the way i believe. (Derick Brekke)

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Hachette Children's Group, United Kingdom, 2015. Hardback. Condition: New. Language: English. Brand New Book. Big Brands offers you the chance to delve deep into the amazing stories behind the world's most iconic businesses - how they began, their successes and failures, and their impact on the global market. The series examines the human aspect of each brand - its consumers, brand developers, designers and others who work on it. Big Brands: Samsung looks at the development of the technology giant's most famous products, from the Galaxy S3 to the Samsung Smart TV, along with countless other mobile phones, computers, laptops, televisions and microchips. It explains Samsung s business plan and marketing strategy, and how it presents itself to consumers through logos and advertising campaigns. How Samsung grew from a small export business to the world's largest technology company is also looked at. Business Studies features explain some key industry terms such as management and sponsorship, while Building the Brand features explore the marketing of the brand, from the development of the logo to the huge impact of social media. Brains Behind the Brand features focus on key people at Samsung such as Eric Kim, the head of marketing. Samsung is just one iconic company in the global marketplace. If you enjoyed this title, why not read about Amazon, McDonalds or Mojang, makers of Minecraft, in other titles in the series?.



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