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# Global Reach

## Winning In World Markets

### with Té Revesz

#### Global Reach

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**June 14th 2012: Global Branding: Blueprint for Building Brand Equity in Overseas Markets**

So you've established strong brand equity and have a solid share of your home market; now it's time to expand overseas. Whether you have a company seeking to enter the U.S., or an American firm eyeing Europe, Asia or Latin America, how do you introduce your brand into a new market and a new culture? My guest, Alan Klein, from the Marketing Agency Paris New York, will lay out a roadmap to creating a successful global brand expansion strategy. With examples drawn from work with 50+ clients in over 20 countries, we'll talk about the essential elements of a successful plan—and the hurdles that cou

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#### Featured Guest



#### Alan L. Klein

Alan Klein is founder and CEO of The Marketing Agency Worldwide ([www.themarketingagencyww.com](http://www.themarketingagencyww.com)), a strategic consultancy that has been helping companies develop new products, advertise brands, and expand internationally since 1984. Alan's initiatives and ideas have made a difference for multinationals and start-ups, with strategies combining insightful research with emerging digital media technologies. His clients have included Johnson & Johnson, Unilever, Clairol, Hershey Foods, Walmart, Brunswick, Premier Retail Networks, Bristol-Myers Squibb and most recently NGM Media digital marketing. He helps American firms to evaluate and optimize internationa

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