

# How They Started Global Brands How 21 Good Ideas Became Great Global Businesses

L'Oréal Group : Our Global Brands Portfolio

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5 Strategies to Build a Global Brand - Start, run and grow ...

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L'Oréal's global flotilla of brands is organised by 4 complementary Divisions, which each develop a specific vision of beauty by consumption universe: Professional Products Division, Consumer Products Division, L'Oréal Luxe and the Active Cosmetics Division.

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Video Webinars Start A Business ... Building a global brand requires more than just launching a web site ... people have it, they understand the values of the brand," Kahn says. Related ...

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3. The company name is the brand name. All marketing dollars are concentrated on that one brand. Think GE and IBM. 4. Access to the global village. Consuming the brand equals membership in a ...

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Advice for Global Branding. I've seen lots of mistakes being made in the building of global brands—and I've made some of those mistakes myself. My mission is to prevent you from having to suffer the consequences of those same blunders, so I'd like to impart some of the wisdom I've accumulated over the years. Know Your Intentions from the Start.

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UPS was founded in 1907 in Seattle, Washington in the United States. It wasn't until the 1930's that they started to deliver to international markets.

Ikea was founded in 1943 in Sweden. Today their products are sold in almost 50 countries.

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These brands have taught us so much just with their innovative approaches and strategic ideas. They can be a great example and a lesson for everyone who decides to be brave enough to establish itself as a global brand. We hope these 10 Examples of Powerful Global Branding have been insightful, and be sure to leave your comments below.

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