## Contents

Ma	rketing strategies	
	1 A holistic approach to marketing	4
	2 Marketing in challenging times	8
Bra	nds	
	3 The value of brands	12
	4 Developing a brand identity that lasts	16
	5 Turning round a brand image	20
	6 Improving customer experience	24
	7 Targeting a youth market	28
Sel	ling online	
	8 Making the most of an online store	32
	9 Keeping online customers	36
Ad۷	vertising	
	10 Internet advertising	40
	11 Global advertising campaigns	44
	12 Sponsorship deals for promoting brands	48
	13 Viral advertising campaign	52
Exp	panding internationally	
	14 Developing a successful national brand	56
	15 Expanding brands into the Russian market	60
	16 Targeting overseas communities	64
Sat	isfied customers	
	17 Keeping customers loyal to brands	68
	18 Developing customer relationships	72
	Check Tests	76
	Answer key	80
	Glossary	90