



# The Brutal Truth About Asian Branding: And How to Break the Vicious Cycle

*Joseph Baladi*

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This is one of the most thoughtful books on branding I've come across. Most such books are either quickly-crafted "how-to" books or academic tomes over-burdened with references. This book is thoughtful because it raises questions which deal with the "why" rather than just "how" of branding. The reference to brutal truth as the truth which will set us free--to examine ourselves without self-illusions--is liberating. The notion that Asia has many good, but no great brands, is also not a put-down but a clarion call for Asian CEOs to rise to the challenge and create lasting, meaningful, committed brands. Ho Kwon Ping Chairman/CEO, Banyan Tree and Board of Trustees, SMU 2010 recipient of the "Lifetime Achievement Award" by the American Creativity Association

A cold shower to wake people up. Joe Baladi's Brand Blueprint is a great tool for anyone involved in Sovereign Relationship Marketing or brand building anywhere. Timothy Love Vice Chairman Chief Executive Officer, Omnicom APIMA

There are many books about branding but few address Asian companies directly. Joe Baladi has been one of the loudest voices to advocate strong branding practices to Asian companies determined to outperform their competitors. "The Brutal Truth About Asian Branding" is a timely book that all Asian CEOs with global aspirations should read. Richard Eu Group CEO, Eu Yan Sang International

"The Brutal Truth About Asian Branding" is the first book that connects branding frameworks to the realities of operating in Asia. It offers a very straightforward perspective on the challenges Asian CEOs face as they build their businesses and their brands, and perhaps the most compelling part of the book is the passionate plea for how Asian CEOs should be thinking different about branding. In true Baladi style, it is straight from the heart. Maarten Kelder Managing Partner (Asia), Monitor Group

A very interesting and valuable perspective on Asian branding... one that decision makers in the region should read and embrace. Well done Joe! Ron Sim Founder & CEO, OSIM International

Brands mean Business, anywhere in the world! The focus on Asia, at this time, is natural since the developing nations of the region did so much to help the world recover from the global 2008 economic crisis. Baladi's text is timely; it is thoughtful and thought-provoking; putting people and brands center stage with practical insights borne of his breadth of personal experience at the frontline. Chris D. Beaumont Professor, Tokyo University, Global Centre of Excellence Director, North Asia, Results International

The brutal truth is that Joe Baladi is right. Asian CEOs must learn the brand skills used so successfully in the rest of the world. It will take a big change in mentality, but the rewards will be vast. This book is a great start to that revolution. Michael Newman Author, "22 Irrefutable Laws of Advertising"

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