



# The Global Brand CEO: Building The Ultimate Marketing Machine

*Marc de Swaan Arons, Frank van den Driest*

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**Today almost every marketer works on or competes against a global brand.**

Think about it; only ten years ago things were very different. The Global Brand CEO is the first book to specifically focus on what it takes to win in global marketing. Building on over 20 years of practical experience, and having worked with the leaders of many of the world's most successful global brands, the authors present a simple framework and practical tools that will help every global marketer unlock the value of global brands and ready their organization for accelerated growth.

The insights, vision and approach presented in this book are all practitioner endorsed; Some 45 of the world's most successful CMOs contributed with examples and case studies and the recommendations are backed by the findings of **EffectiveBrands** proprietary *Leading Global Brands* study which includes contributions from over 250 global brands, 2,500 global marketing leaders, and 21,000 global marketers and their colleagues.

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