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D'Souza speaks to the **power** of defining and communicating **brand**: ...

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**140 Years of Heineken Brand Marketing** Mashable went to Amsterdam to talk with Heineken's **brand** marketing team about its **branding** initiatives. "YouTube liberates the ...

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**Starbucks Story - Why a simple coffee serving joint is a global brand?** This video is on Starbucks... a

**Global** coffee serving **brand**. Customers speak why do they prefer Starbucks over all other coffee ...

### ***Global Brands vs Local Brands***

#### ***Authentic Branding for a Global Audience: Angela Ahrendts (Future of StoryTelling 2013)***

<http://www.futureofstorytelling.org>  
Angela Ahrendts and Christopher Bailey have transformed the way Burberry engages with the ...

#### ***SARA DINIZ, Global Brand Manager***

Hear from Sara Diniz, our **Global Brand Manager** for Venus.

#### ***Daryl Travis: Brand Power Expert, Author: Emotional Branding***

<http://www.eaglestalent.com/Daryl-Travis> -Eagles Talent Presents Daryl Travis. To book speaker Daryl Travis visit his profile page.

#### ***Brands and Bulls\*\*t: Branding For***

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**TEDxHindustanUniversity** Mr. Anand  
Pillai is the Sr. Executive Vice President  
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Industries Ltd. He has been recently ...

**Creating Global Indian Brands |  
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Gupta talks about the importance of  
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Gupta, the owner of Sattviko- India's  
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