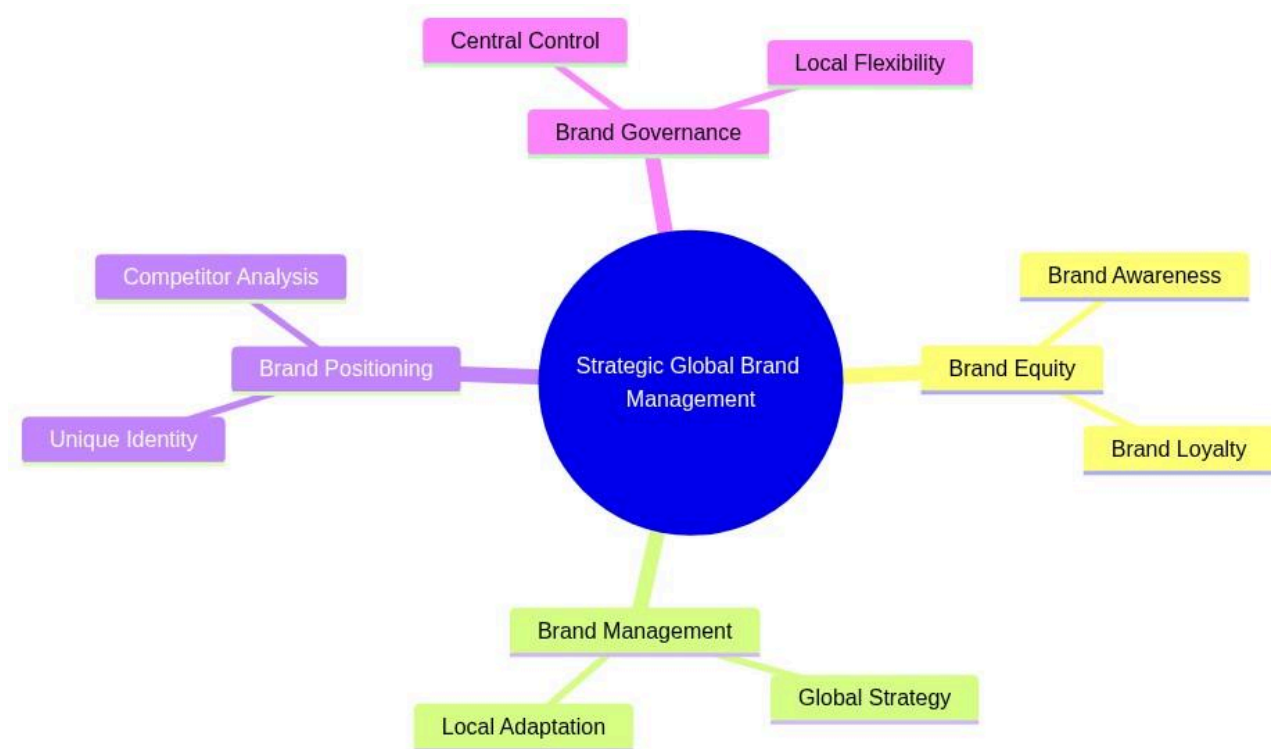


Executive Certificate in Global Marketing (Advanced)

# Strategic Global Brand Management



mindmap

```

root((Strategic Global Brand Management))
  Brand Equity
    Brand Awareness
    Brand Loyalty
  Brand Management
    Global Strategy
    Local Adaptation
  Brand Positioning
    Unique Identity
  Competitor Analysis
  Brand Governance
    Central Control
    Local Flexibility
  
```