Customers still prefer brands related with countries with particular expertise (Switzerland-chocolat, Italy-clothing, Japan-electronics). Consumers expect global brands to sell their myths from their origin places.

**A word of caution**

- National heritage of transnational brands is not to get rid
- Transnational companies should manage globalness as well their national identities

**New Opportunities, New Responsibilities**

- Global branding implies a responsibility
- Brands are to be managed as global symbols
- Smooth the people’s negative thinking of global
- Transnationals often have a dark side
- Global success generates authority and message credibility
- Treat antiglobals as customers
- Turn social responsibility into entrepreneurship

**Dimensions of global brands** (identified thanks to a research -12 countries)

- Quality signal
- Consumers worldwide evaluate global brands on the following dimensions
- Global brands are symbols of cultural ideals
- People acknowledge the influence (positive or negative) of firms on society’s well being
- Social responsibility
- Three dimensions have mitigated the anti-American feeling

**Symbols in the global structure**

- Issue should be approached in cultural terms
- Much of popular culture has become global communications evolution has integrated cultures
- Global culture does not imply value sharing but nobody ignore global brands anymore mostly, global brands became benchmarking

**Global consumer segments that evaluate global brands the same way**

- Global citizens 55%
- Global dreamers 23%
- Antiglobals 13%
- Global agnostics 8%

Global brands are identified as signal of innovation and quality and responsible behavior
- Global Brands are quality-related myth
- Skeptical about the quality of transnationals’ products
- Do not base purchase decisions on brand’s global attributes

**Introduction**

- Theodore Levitt
- Global branding
- The trend was glocal strategies
- Current antiglobalization trend

- Later on, consumers did not relate to the generic products from abroad. The respond was glocal strategies

**When a brand marketed worldwide**

- Corps should exploit the economies of simplicity
- Grow by selling standardized products
- Ensuring customer communications
- Saving costs
- Customization

**Douglas B. Holt, Quelch**

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