



Cross-Cultural Communication of Chinese Brands

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Details

This book presents theoretical insights into key aspects of Chinese brand cross-cultural communication, such as psychological distance, implicit context, brand narrative and influence of bridge crowds. This book applies the psychological distance theory of communication to study the psychological distance strategy of cross-cultural communication of Chinese brands from macro and micro perspectives, and proposes to resolve cultural differences by adjusting psychological distance. Based on the above theories, the authors construct the cross-cultural communication strategy model for Chinese brands, in which the following models have been proposed, such as the stages of globalization for Chinese brands, Internationalization of Chinese Enterprises (general as well as several application models). Chapter IX includes five cases studies, including Huawei, CRRC Yongji, COFCO, Yili Thailand and the "Walking Lunar New Year's Eve Dinner" project, which represent four types of brands: high-end equipment, fast moving consumer goods, high technology and cultural activities brand. This book not only provides readers with a broader understanding of brand cross-cultural communication research, but also offers practical suggestions for companies in emerging market countries, especially Chinese enterprises that are undergoing brand globalization.

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