



Big M, little m Marketing: New Strategies for a New Asia

David Ketchum

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"David Ketchum brings a rare insight to marketing in Asia. His observation and recommendations are based on relationships with a broad range of marketers - packaged goods and consumer durables as well as business-to-business products and services. The added bonus is that David Ketchum is a facile and gifted writer who holds the reader's attention from start to finish. A must read for anyone interested in doing business in Asia!" - Harold Burson, Founding Chairman, Burson-Marsteller. "David Ketchum's insight in 'Big M, Little m' is your map and GPS receiver to help navigate the Asian Brand and marketing frontier. I recommend this book for anyone interested in learning about the unique challenges and adept solutions of marketing in Asia during this time of extreme change. 'Big M Little m' is the closest thing to having your own Asian marketing consultant in a box" - Frank Yu, Regional Business Manager, XBOX and Home Entertainment Division. "Microsoft Corporation Asia's economics, despite ups and down, remain the most vibrant and fastest growing in the World. Yet, as David Ketchum explains, the number of global brand names made in Asia is disproportionately low. This is now changing as the forces of globalization and bottom-up restructuring within the region are coming together. For anyone involved in running an Asian-based business, these are both exciting and daunting times that call for a fresh look at the marketing challenge. David Ketchum draws on a wealth of personal experience to help us out. 'Big M little m Marketing' is a remarkable fusion of marketing theory and practice, big picture and detail, explanation and seasoned advice that is helpful and fun to read - Geoffrey Barker, Chief Economist, HSBC Asia-Pacific.

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