



## Brand New World: How Paupers, Pirates, and Oligarchs are Reshaping Business

*Max Lenderman*

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To get around a ban on alcohol advertising, a Russian oligarch starts a bank with the same name as his bestselling premium vodka. Russian Standard is still the #1 vodka and is now the largest consumer bank, issuing 77 percent of credit cards in the country. Silk Street market, the epicenter of piracy and counterfeiting in China, launches its own brand. The largest city in South America bans all billboards, posters and signs in a fight against “visual pollution.”

In the hyper-developing “BRIC” countries -- Brazil, Russia, India and China -- marketing is taking incredible new forms. The unprecedented economic growth in these nations is revolutionizing marketing throughout the world. Drawing on more than two years of extensive travel and research, award-winning creative director Max Lenderman shares groundbreaking strategies and business models that every savvy marketer needs to understand.

Brisk, fascinating and a little bit shocking, *Brand New World* is an indispensable guide for the new era of global marketing.



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