

# Proven Steps to Turn Good Brands into Global Brands: The LASSO Method



## Expand, Grow, Thrive: 5 Proven Steps to Turn Good Brands into Global Brands through the LASSO Method

by Pete Canalichio

★★★★☆ 4.8 out of 5

Language : English  
File size : 4130 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 348 pages  
Screen Reader : Supported



## About the Book

In a rapidly globalizing world, it's more important than ever for brands to have a global presence. But how do you take your brand from local to global? How do you build a brand that can resonate with people all over the world?

In his groundbreaking book, *Proven Steps to Turn Good Brands Into Global Brands Through The Lasso Method*, branding expert Jack Trout reveals the secrets to building a global brand. Based on his years of experience working with some of the world's most successful brands, Trout has developed a step-by-step method that can help any brand achieve global success.

## The LASSO Method

The LASSO Method is a five-step process that helps brands:

- **Launch** your brand globally
- **Adapt** your brand to local markets
- **Scale** your brand globally
- **Sustain** your brand's growth
- **Optimize** your brand's performance

Each step in the LASSO Method is essential for building a global brand. By following this process, you can increase your brand's reach, build a stronger connection with customers, and achieve lasting success.

## The Benefits of Going Global

There are many benefits to going global, including:

- **Increased** market share
- **Higher** profits
- **Stronger** brand equity
- **Improved** customer loyalty
- **Greater** competitive advantage

If you're ready to take your brand to the next level, then *Proven Steps to Turn Good Brands Into Global Brands Through The Lasso Method* is the book for you. With its step-by-step guidance and expert insights, this book can help you achieve your global branding goals.

**Free Download your copy today and start building your global brand!**

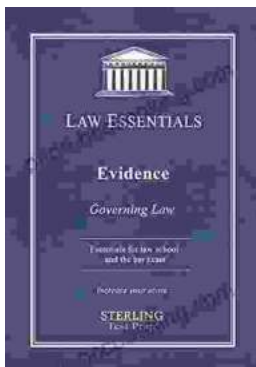


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