

Brands That Spell Success

B2-C1

Module 6

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SUMMARY

Here's What We Will Be Learning in this Presentation:



- Why is Branding Important?
- Why do Some Brands Stand Out?
- Expansion and Growth of Luxury Brands in Asia.
- Glimpse of Some Luxury Brands.
- Factors for Brand Success.
- Exercises.

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VOCABULARY

Proactive: (of a person or action) creating or controlling a situation rather than just responding to it after it has happened. For example: Susan is very proactive in community activities.

Sharp: (in this context-of an action or change) sudden and marked. For example: A sharp rise in fuel prices affects trade.

Propel: (in this context) spur or drive into a particular situation. For example: Hunger propelled her out of bed.

Infectious: likely to spread or influence others in a rapid manner. For example: Keith's smile is infectious.

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