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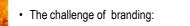
What is needed for a brand?

- 1. the unique selling proposition (what does the country offer that others do not)
- 2. the trade mark (symbol) used systematically in all marketing
- 3. the marketing slogan
- 4. the cultural richness, initiative and the enterpreneurship and technological knowledge of the country refined to high quality products and services!

WACKVI



Master of Educational Management and Leadership



- to be similar enough to the rival in order to be identified in the right category
- to be different enough from the rivals in order to be identified as unique and irreplaceable among the rivals

