



## Great Asian Brands: Tiger Beer

*By Jacky Tai*

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How did a beer that originated in Singapore in 1932 go on to be served in over 60 countries and become one of the most acclaimed drinks brand in the world? The drinks and beverages sector is one of the most intensely competitive in business today. Branding is an essential element in a company's efforts to differentiate itself and win the loyalty of customers in this sector. This book tells the story of the Tiger Beer brand, from its humble beginnings in 1932 to its extraordinary growth and worldwide recognition. Few brands from Asia have managed to enter an established market on a global scale such as Tiger has. Based on original interviews with the key players, Jacky Tai unravels the Tiger brand, debunks the myths, and sets out the lessons of Tiger's success in this engaging book.

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### Editorial Review

#### About the Author

Jacky Tai headed the marketing department for several start-ups in the United States and Singapore where the brutal business environment showed him that what separates successful companies. He later joined International Enterprise Singapore (the former Singapore Trade Development Board) in 2004 to head its branding initiatives. He developed revolutionary training programmes that helped companies ranging from innovative start-ups such as abKey, Genometri, MXR Cubes and Y3 Technologies to established players like DBS Bank, Flextronics, Great Eastern and Keppel to understand branding strategies better. He also writes a branding tips column in E-Marketer magazine for the Marketing Institute of Singapore. In 2007, he became a Principal Consultant of StrategiCom, a B2B branding specialist. In the same year, he co-authored Transforming Your Business Into A Brand: The 10 Rules of Branding with Wilson Chew, also published by Marshall Cavendish Business.

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