



# Great Asian Brands: Tiger Beer

*Jacky Tai*

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## **Great Asian Brands: Tiger Beer** Jacky Tai

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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