



# The New Global Brands: Managing Non-Government Organizations in the 21st Century

*John A. Quelch, Nathalie Laidler-Kylander*

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THE NEW GLOBAL BRANDS: MANAGING NON-GOVERNMENT ORGANIZATIONS IN THE 21ST CENTURY includes twelve Harvard Business School cases involving not-for-profit agencies and how these agencies establish brand identities worldwide. Agencies include Doctors Without Borders, Peace Winds Japan, CARE USA, and Oxfam America. Professors Quelch and Laidler examine these aid agencies in terms of their success or struggles with traditional marketing issues such as establishing brand identity, identifying the organizational mission, communicating brand meaning, and leveraging brand values.

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