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Brands Geographical Origin And The Brands, Geographical Origin, and the Global Economy: A History from the Nineteenth Century to the Present by David M. Higgins, Cambridge, Cambridge University Press, 2019, xi + 334 pp. (including index), £90 (hardback), ISBN 978-1107032675

Brands, Geographical Origin, and the Global Economy: A ...

Book description. Indications of geographic origin for foodstuffs and manufactures have become an important source of brand value since the beginnings of globalization during the late nineteenth century. In this work, David M. Higgins explores the early nineteenth-century business campaigns to secure national and international protection of geographic brands.

Brands, Geographical Origin, and the Global Economy by ...

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Brands, Geographical Origin, and the Global Economy

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Brands, Geographical Origin, and the Global Economy: A History from the Nineteenth Century to the Present (Cambridge Studies in the Emergence of Global Enterprise) by Higgins, David M. at AbeBooks.co.uk - ISBN 10: 1107032679 - ISBN 13: 9781107032675 - Cambridge University Press - 2018 - Hardcover

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Indications of geographic origin for foodstuffs and manufactures have become an important source of brand value since the beginnings of globalization during the late nineteenth century. In this work, David M. Higgins explores the early nineteenth-century business campaigns to secure national and international protection of geographic brands.

Brands, Geographic Origin, and the Global Economy ...

Geographic Branding: Translating Location into Affect. Creative. ... producers and local merchant leagues allied in an attempt to compete effectively and employed their brands as badges of their origins and figureheads. ... since the expression of the variable of origin became strategic for most businesses: Irish companies needed to show traits ...

Geographic Branding: Translating Location into Affect ...

Famous ancient brands are sometimes associated with products that have a specific geographical origin and go back as early as the 5th century BC, such as wine from the Greek island of Chios, referred to as an expensive luxury good in classical Greece.

Geographical Indications - An Introduction

Read Book Brands Geographical Origin And The Global Economy A History From The Nineteenth Century To The Present Cambridge Studies In The Emergence Of Global Enterprise Brands, Geographic Origin, and the Global Economy ... they refer. The reference to geographical origin - most regularly for agricultural products - combined with the use of traditional

Brands Geographical Origin And The Global Economy A ...

Geographical Origin and Brand Names in the U.S. Wine Market. Short Abstract: Brands increasingly dominate wine markets despite the importance of geography for wine quality. We assess the ...

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'Unfair Competition' and the British Merchandise Marks Act ...

The Origin of Location-based Brands According to the study, using locations for branding purposes is as old as history itself. Even ancient civilizations such as the Roman Empire acted as brands, along with their cultural values, identities and power. On occasion, an artificial image of a location can build a consensus throughout history.

The Two-way Relationship between a Brand and its Place of ...

There are many reasons for Scotch Whisky's success, not least the marketing and promotion of Scotch Whisky brands, such as Johnnie Walker and Dewar's, stretching back over a century, but one important factor is that it is a geographical indication of origin (GI). At its simplest, this means that "Scotch Whisky" may only be used on a ...

Geographical indications of origin: the Scotch Whisky ...

While GIs denote a geographical origin of a good, trademarks denote a commercial origin of an enterprise. While comparable goods are registered with GIs, similar goods and services are registered with trademarks. While a GI is a name associated by tradition with a delineated area, a trademark is a badge of origin for goods and services.

Geographical indication - Wikipedia

A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to

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that origin. In order to function as a GI, a sign must identify a product as originating in a given place. ... Geographical indications can thus be a key element in developing collective brands ...

Frequently Asked Questions: Geographical Indications

When it comes to food consumption, many French people prefer domestically produced items.

Concerns about food products' origin and transportation in ...

This statistic shows the number of immigrants in France in 2015, distributed by geographical origin. It displays that 890 thousand immigrants had origins in African countries other than Algeria ...

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