

Contents

<i>Foreword</i>		<i>ix</i>
Chapter 1	Branding and the 'Made in Germany' Brand: A Perspective	1
Chapter 2	From Rubble to an Economic Miracle to a World Export Leader	7
Chapter 3	The Superstars	13
Chapter 4	The Star Brands	53
Chapter 5	The Facilitators and Influencers	131
Chapter 6	The Less-Known Champions	165
Chapter 7	Some Innovative and Emergent Stars	243
<i>Afterword</i>		<i>255</i>
<i>References</i>		<i>259</i>
<i>Index</i>		<i>267</i>