

## **BRAND AND ITS INFLUENCE ON CLIENTS AND COMPANIES**

### **Abstract**

The work will try to clarify the relationship of globalization processes and brand, as well as influence of brand on clients and companies, which is bigger today than ever before. The developed world, the agents of globalization (USA, EU, Japan and China) carry the process of globalization and it is them indeed who take the best advantages of current global circumstances. With the development of information and communication technology the world has become a unified system and the link between two subjects in two different parts of the world is often established in a few minutes. We witness the growing interdependence between the states around the world and the occurrence of a sequence of independent processes which occur and cover states, regions and the whole world. The contemporary man is put in front of new challenges. Changes in the surrounding completely conditioned new trends in consumer behaviour. Day after day the market is becoming ever more demanding, the competition grows, the result of which is the increased importance of brand. Global brand available to everybody is developed as a consequence of globalization processes. That is the reason because of which this work will discuss the influences of brand on clients and companies.

*Key words:* globalization, global brand, brand, brand identity, brand elements, internationalization, positioning, branding