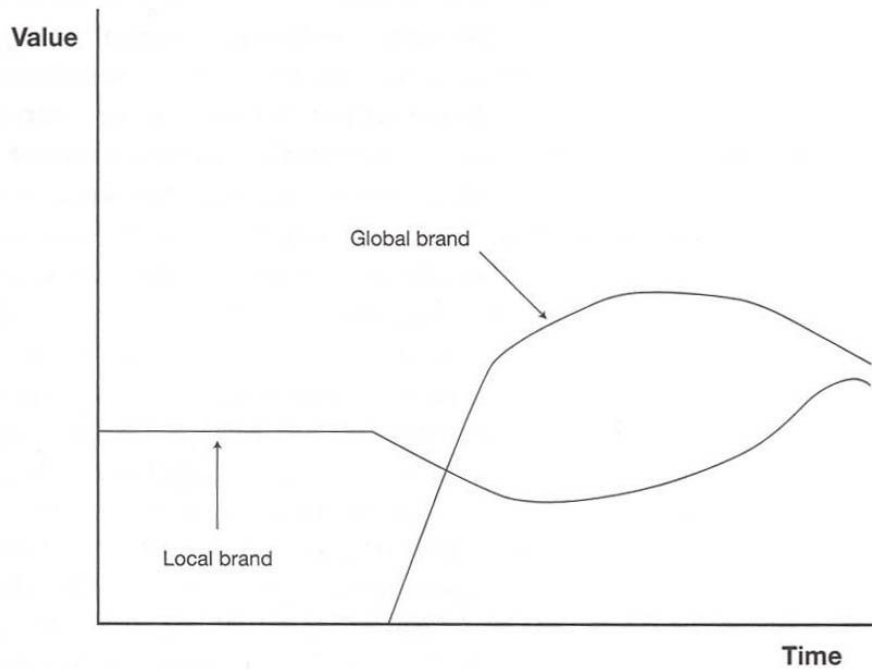


Source: The Diffusion and Distribution of New Consumer Packaged Foods in Emerging Markets and what it Means for Globalized versus Regional Customized Products - <http://globalfoodforums.com/new-food-products-emerging-markets/> - Composed May 2005

**Figure 2 – Consumer Value Global and Local Brands**



Arnold, D. (2004). *The Mirage of Global Markets: How Globalizing Companies Can Succeed as Markets Localize*. Upper Saddle River, N.J: Financial Times Prentice Hall. (p. 105)