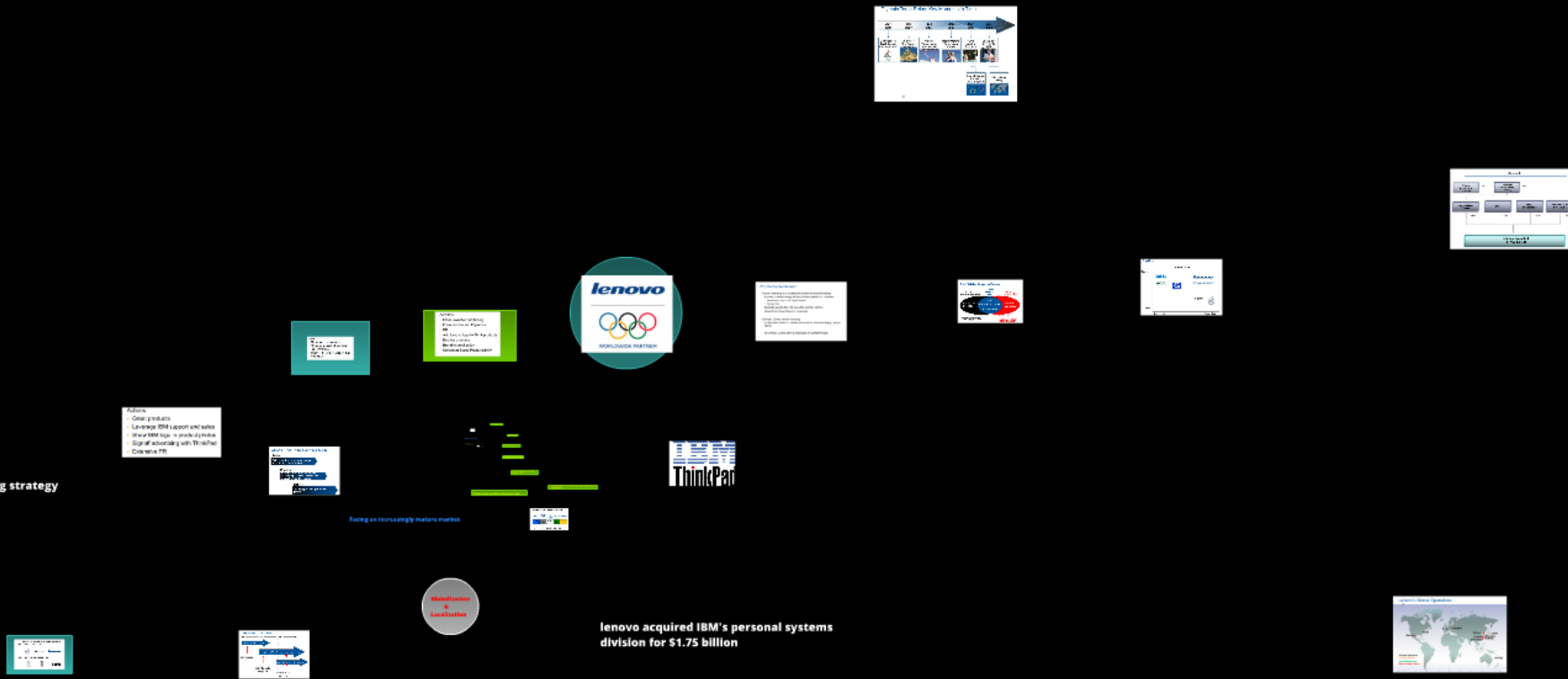


Branding strategy



Thank you !

Slowing Global PC growth

More competitive China PC market

Lenovo's future?

- **Lenovo: Building a Global Brand**

ZHAO HUAN

TheCaseSolutions.com

The Legend Behind Lenovo

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The Global PC Industry

- 1:IBM introduced its first PC in 1970s**
- 2:IBM-compatible computers developed, led by Compaq**
- 3:HP also entered the computer market in the 1980**