

Brands, Geographical Origin, and the Global Economy

Indications of geographical origin for foodstuffs and manufactures have become an important source of brand value since the beginnings of globalisation 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 geographical brands. He shows how these efforts culminated in the introduction of legal protocols which protect such brands, including Champagne, Sheffield, Swiss-made watches, and 'Made in the USA'. Higgins explores the major themes surrounding these indications, tying in the history of global marketing and the relevant laws on intellectual property. He also questions the effectiveness of EU policy to promote 'regional' and 'local' foods and why such initiatives brought the European Union into conflict with North America, especially the United States. He extends the study with a reflection on contemporary issues affecting globalisation, intellectual property, less developed countries, and supply chains.

David M. Higgins is Professor of Accounting and Finance at Newcastle University Business School.

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Brands, Geographical Origin, and the Global Economy

*A History from the Nineteenth Century to the
Present*

DAVID M. HIGGINS

Newcastle University



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To My Parents, Samuel and Isabel Higgins

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