Marketing without Advertising
Brand Preference and Consumer Choice in Cuba

Emilio Morales and Joseph L. Scarpaci
## Contents

**List of Figures**  
**List of Tables**  
**Preface**  
**Acknowledgments**

1. Marketing without Advertising: Brand Preference and Consumer Choice in Cuba  
3. Cuban Consumers and Brand Awareness  
4. Iconic Brand Potential among Leading Cuban Products  
5. Franchising as a Brand-Globalizing Process: The Case of *Casa del Habano*  
6. Brand Development without Mass Communication Media  
7. Remittances and Brands: Survival and Consumption in the New Millennium  
8. Conclusions

**Notes**  
**Author Biographies**  
**Glossary**  
**References**  
**Index**