

# Superbrands

## Media Coverage

Country	Date	Publication
Bulgaria	2007	Press Clippings

Първото издание за България на глобалния бизнес проект Superbrands излезе от печат в началото на 2007 г. Дванадесет години след своето създаване във Великобритания световната програма, която се реализира в над 60 държави, вече е и в нашата страна.

В широкоформатната луксозна книга, известна в много страни по света като Библията на супербрандовете, са представени 69 от най-силните търговски марки у нас - глобални и локални - в сферата на потребителските стоки и услуги. Това са богато илюстрирани презентации на две страници, които представят пътя на успеха и съвременното развитие (Brand Case Study) на всеки отделен бранд в един и същ формат: пазар, постижения, история, продуктът, съвременно развитие, промоция, ценности на марката, факти, които не са широко известни.

Книгата е публикувана на български език, като има и отделна секция International Executive Summaries, в която търговските марки са представени и на английски език с анотация, лого и интернет адрес.

В раздела Brand Guardians/Хората зад бранда/ са представени мениджърите, които имат най-съществен принос за развитието и позиционирането на марката и на компанията.

Книгата съдържа и интересни статии, посветени на маркетинга, брандинга и управлението на марките. Представени са методологията на селекция и оценяване на брандовете и съставът на независимото експертно жури - Борда на Superbrands Bulgaria, който се състои от 23-ма водещи специалисти в областта на маркетинга, бизнес анализа, рекламата, публичните комуникации и дизайна, както и от авторитетни представители на обществените и деловите кръгове, свързани с развитието на свободния пазар и демократичното общество у нас.

Първото издание Superbrands Bulgaria има за цел да промотира част от най-успешните бизнес практики в международен и в национален мащаб, както и да фокусира вниманието на специалистите и на по-широката читателска аудитория върху брандинга като професионална дисциплина, която стимулира развитието на модерната икономика.

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Начало > Книги > Superbrands Bulgaria/ Най-силните марки на българския пазар 2007



### Superbrands Bulgaria/ Най-силните марки на българския пазар 2007

Автор: [Сборник](#)



0 мнения

Издател	<a href="#">Вип Медиа ООД</a>
Брой страници	176
Година на издаване	2006
Корици	твърди
Език	български
Тегло	1594 грама
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Баркод	9789549196518
Категории	<a href="#">Икономика, Книги</a>

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### BULGARIAN BUSINESS LEADERS FORUM

In Association with International Business Leaders Forum



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#### About BBLF

#### Member`s News

#### Address is the Superbrand in the Real Estate Segment of Bulgaria

February 06, 2007



The Address Brand was awarded a Superbrand in the category "Real Estate" for the period 2006-2007. The Address Brand was identified as a Superbrand by the global programme Superbrands. The Superbrands Tribute Event, a prestigious award ceremony, described by the media around the world as the "Oscars of the Branding" was held on the 7th of December 2006 in Sheraton Sofia Hotel Balkan. The award was received by Mrs. Katya Tsenova, Executive Director, Address and handed out by Mr. Bill Colegrave, CEO, Superbrands.

In January 2006, Superbrands also known as the "Bible of the Brands" carried out its first market research in Bulgaria. Superbrands is recognised worldwide as an independent arbiter on branding. All brands were rated by the following criteria: Market Dominance; Longevity; Goodwill; Customer Loyalty and Overall Market Acceptance.

<http://www.bblf.bg/en/news/214/Address+is+the+Superbrand+in+the+Real+Estate+Segment+of+Bulgaria>

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*PENKOV · MARKOV & PARTNERS*  
INTERNATIONAL LAW FIRM  
SINCE 1990



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[BG](#) [EN](#) [DE](#)

### Company Events

[News in the Legislation](#)

[News from Bulgaria](#)

[Photo Gallery](#)

[Interviews and Publications](#)

[Our Newspaper](#)

## **! THE BRAND "LEGA INTERCONSULT - PENKOV, MARKOV & PARTNERS" WAS RECOGNIZED AS A BUSINESS SUPERBRAND FOR THE BULGARIAN MARKET FOR THE YEAR 2008**

15 October 2007

In September 2007, Business Superbrands Bulgaria, after conducting a thorough research on the best known and the most highly respected business brands in Bulgaria, has recognized the brand "Lega InterConsult - Penkov, Markov & Partners" as a Business Superbrand for the Bulgarian market for the year 2008. For us, this represents the best recognition of generations of legal excellence and dedication to our clients and another evidence for the exceptional quality and professionalism of our firm and its lawyers. The "Lega InterConsult Penkov, Markov & Partners" brand will be listed in a special edition of Business Superbrands Bulgaria.

<https://www.penkov-markov.eu/en/news/80/the-brand-lega-interconsult-penkov-markov-partners-was-recognized-as-a-business-superbrand-for-the-bulgarian-market-for-the-year-2008>

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### Ciela Awarded Superbrands Bulgaria 2007

The leading Bulgarian brand Ciela Norma stands for following: the largest and the most popular publishing house for specialized literature and fiction; the biggest and fastest growing bookstore chain in the country; the most popular reference and legal information systems <http://www.ciela.net/> having large databases in various fields of expertise and the largest online bookstore selling-books.

Ciela has been established in 1991 as a company providing business advisory services and also publishing guides and monographs in the field of law. Nowadays the catalogue of the publishing house contains more than 1,200 titles, among which you will find some of the most distinguished names in Bulgarian and world literature. Thanks to the Publishing House Ciela Bulgarian readers may get acquainted with both popular and unknown authors from different parts of the world, representatives of various genres and eras.

Ciela has its own printing house, successfully operating for 20 years now. It is equipped with offset printing technique. In the year 2012 a project for introduction of digital technology for print on demand has been successfully implemented and financed by EU funds (BGN 1,7 million).

As already mentioned, the company maintains the largest chain of 24 bookstores in the country, which comprises around 15 percent of the total turnover in this sector in Bulgaria.

Marketing and promotional activities of the company also include Internet book sales via online bookstore [www.ciela.com](http://www.ciela.com), as well as trade in e-books through [www.mobilis.bg](http://www.mobilis.bg) (currently more than 200 e-books are offered).

Since 1997 Ciela has been organizing Bulgarian awards for contribution to scientific literature. In 2004 the Publishing house also founded the Knight of Book Prize with which are being awarded journalists from electronic and print media having largest contribution in covering the publishing business in the country. Since 2005 the said prize is awarded jointly with the Bulgarian Book Association, the only professional organization of publishers and booksellers in Bulgaria.

Ciela Publishing house has been awarded with a number of prizes and nominations: the most prestigious Serbian literary award „DOSITEJ OBRADOVIC” promoting Serbian literature, a golden coin and tube, presented personally by the Minister of Culture of Serbia; Bronze Lion Award for best editorial project in 2009; three times awarded with the EDITORIAL PROJECT

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DIPLOMA by the Bulgarian Book Association; SUPERBRANDS in 2007, 2008, 2009 and 2010; the annual SHOFAR award for public and political activity in 2007, established by the Organization of Jews in Bulgaria "Shalom"; a diploma NOMINATION FOR CHRISTO G. DANOV AWARD in Bulgarian literature category; BEST NOVEL for the year 2009 – Zachary Karabashliev's "18% grey", awarded by EVROBET; a certificate and gold badge for contributing to the development of Bulgarian literature.

Ciela is the only Publishing house which publishes more than 20 Bulgarian authors per year, winners of numerous Bulgarian and international awards, such as: Alek Popov, Zachary Karabashliev, Ivo Siromahov, Radoslav Parushev Terziyski, Ludmila Filipova, Lyudmila Filipova, Victor Paskov, Deyan Enev, Alexander Sekulov, Vasil Georgiev, Galin Nikiforov, Momchil Nikolov, Virginia Zaharieva, Elena Alexieva, Teodora Dimova, Dimitar Dimov. We are honored to publish world-famous authors of Bulgarian origin, such as Miroslav Penkov Ruzha Lazarova, Kapka Kassabova, Iliya Troyanov

The Publishing house has an impressive editorial portfolio presenting a collection of authors with whom every publisher would have been proud. Here are some of the most popular ones: Gore Vidal, Erich Kästner, Graham Greene, Elizabeth Kostova, Penny Vincenzi, David Albahari, Kate Moss, Michael Peinkofer, Henry James, Erich Maria Remarque, Laurence Sterne, James Clavell, Domingo Villar, Danielle Trussoni, Robert A. Heinlein, Clive Staples Louis, Stephenie Meyer, Stephen Hawking, Alan and Barbara Piz, Robert Greene, Umberto Eco, Josip Novakovich, Bernard Beckett, Robert Graves, David H. Lawrence, Hammond Innes, John Esquemeling, Ivo Andric, Vladislav Bajac, John Updike, Franz Kafka, Dmitry Glukhovsky, Arthur C. Clarke, Beyazit Akman, Erich Maria Remarque, William Trevor, Alejo Carpentier, John Updike, John Fowles, Misha Glenny, Oriana Fallaci, Momčilo "Momo" Kapor, David Albahari, Federico Andahazi, John Locke, Francis Bacon, Mercè Rodoreda, Josep Pla, Laurence Rees, Tony Judt, Jacques Lacan, etc.

Some of the most prestigious and popular book series of Ciela are the following: Popular Classics, Historia Incognita, Wars and Power, Past Continuous, Balkan literature, Anima Catalana, New Communication Era, New Era Parents, Little Big Books, Science Fiction, Applied Psychology and Psychoanalysis, travelogues and journeys, law, economics/business, Encyclopaedias, Cookbooks and Medicine and Health.

Ciela takes an active part in national and international book fairs in the country. It is the one and only Bulgarian Publishing House provided with a free bookstall at the Belgrade Book Fair for three years by the Ministry of Culture of Serbia. Ciela organizes book presentations and

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discussions with the participation of various Bulgarian authors on a monthly basis Moreover, Bulgarian readers have had the opportunity to meet in person Misha Glenny, Elizabeth Kostova, Al Bano, Ruzha Lazarova, Zlatko Angelov, Zlatko Enev, Zachary Karabashliev, Emmanuelle de Saint Chamas and Benoît de Saint Chamas, Danielle Trussoni, Sami Michael, the Dutch Princess Laurentien van Oranje, Robin Young, Nouriel Roubini, Natalie Bakopoulos, Richard Russo, Kapka Kassabova, Allan Pease, Elizabeth Frank, Steven Wingate, Vida Ognenovich, Pavel Astakhov, Dmitry Glukhovsky and many others.

The future plans of Ciela's professional team involve development in the field of Internet trade and sale of e-books.

What is more, a catalogue of Bulgarian authors in English language containing biographical information and excerpts from their books is available to literary agents.

