

Statement of purpose

[Art & Culture](#)



My name is Thomas Pincon. As a student of the ISG, PATIS, France, I would like to inform you concerning my desire to integrate your prestigious institution and especially the course of Global Brand Management. As I could read about the subject, the Griffith College is highly recommended for globally oriented students looking for a high quality training and for a strong professional and personal experience. My track and my expectations for the future have led me to your course of Global Brand Management.

I followed 2 years of English courses in my current business school “ ISG Paris” that I have just concluded by a 5 months internship in an Art Trading company based in London. The people I have met and the work I did with a lot of foreign partners. The goal of the company being to connect Artists, Buyers and Galleries from the entire world together made me discover the complexity and the great interest to get informed about the other different cultures and sense of doing business in other countries.

By this mean I found the different modules taught in the Global Brand Management courses extremely well adapted to my questions about the ruling of the current global business exchanges. My former training in general management with the ISG gave me the basis of business that I want to enhance with some key knowledge as Global Marketing Practice, archetypes of cultures and the story and myths analysis that is taught in your course. My aim has evolved from the moment I got into the postgraduate studies. I am trying now to pursue a training that will lead me to transform my projects to realities.

I plan for example to continue my formation after my graduation in a geopolitics centre based in Paris and known under the name of IRIS. The

global issues are now not exclusively the matter of governments or national authorities but are also the ones of each company that in this world has the aim to conclude agreement and expand worldwide. Apart from business studies I also followed acting courses and practiced a lot of Sports that opened my mind to competition and sense of precision, essential keys that helped me succeed in my studies until now.

I hope I made you aware about my potential and my abilities to manage a complete training in your school that I will be proud to be part of. It was important for me to let you know that my track has been led by mature decision from what I saw and what I had the chance to do. I know now that in our diversified world where business wants to standardize customers and reduce risks, cultural and strategic oriented studies like the ones you provide represent the best mean to help me get into the business world with confidence and enthusiasm.