

Rethinking Prestige Branding Secrets Of The Ueber Brands

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Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros.

Rethinking Prestige Branding: Secrets of the Ueber-Brands ...

Buy Rethinking Prestige Branding: Secrets of the Ueber-Brands Re-issue by Schaefer, Wolfgang, Kuehlwein, JP (ISBN: 9780749479220) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Rethinking Prestige Branding – Secrets of the Ueber-Brands. After some 4 years, 75+ interviews, 150 cases studied and uncounted conversations JP Kuehlwein and Wolf Schaefer are proud to present their latest book ‘ Rethinking Prestige Branding – Secrets of the Ueber-Brands ’ published by Kogan Page Publishing. The book examines what allows brands to command multiples of the average category price and garner a often cult-like following.

Rethinking Prestige Branding – Secrets of the Ueber-Brands ...

Start your review of Rethinking Prestige Branding: Secrets of the Ueber-Brands. Write a review. Jun 29, 2015 Dee rated it really liked it. Shelves: netgalley. It was once enough for brands to advertise that they offer the best quality over the competition, or that their products are tasty, long-lasting or durable. But those kinds of vintage ads ...

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JP ' s latest book is the bestselling ‘ Rethinking Prestige Branding – Secrets of the Ueber-Brands ’ which he co-authored with Wolfgang Schaefer. View all posts by JP Kuehlwein [Gallery](#) | This entry was posted in 1 - Mission Incomparable - The first rule is to make your own , 2 - Longing vs Belonging - The challenge is both , 3 - From Myth to Meaning - The best way up is to go deep , 4 - Behold!

Rethinking Prestige Branding – Secrets of the ‘ Ueber ...

I found “Rethinking Prestige Branding” to be insightful and enjoyable, p ractical and at the same time conversational . Schaefer and Kuehlwein share important principles of Ueber branding illustrated with a wide array of case studies, brand stories and industry insights sparking imagination - for everyone interested in brands and in delivering sustainable business success.

Rethinking Prestige Branding: Secrets of the Ueber-Brands ...

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Rethinking Prestige Branding: Secrets of the Ueber-Brands ...

Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern and Tesla.

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Rethinking Prestige Branding

Wolfgang Schaefer and J. P. Kuehlwein break down the answer to the ‘ luxury brand ’ question in a new book called ‘ Rethinking Prestige Branding: Secrets of the Ueber Brands. ’ (No, the Ueber is not a misprint.) In particular, the book focuses on prestige, or the power of a brand to gain almost mythical status in the eyes of competitors and customer alike.

Luxury is a Mindset, Not Budget in "Rethinking Prestige ...

Rethinking Prestige Branding (2015) is your guide to the radically transformed world of prestige brands. These blinks explain how the practice of building a prestige brand has changed, what customers want today and what you need to do to make your brand a coveted object.

Rethinking Prestige Branding by Wolfgang Schaefer and J.P ...

Excerpted from: Rethinking Prestige Branding: Secrets of the Ueber-Brands by Wolfgang Schaefer and JP Kuehlwein, in partnership with Kogan Page publishing. The Blake Project Can Help: The Brand Storytelling Workshop. Build A Human Centric Brand At Marketing ' s Most Powerful Event: ...

What makes someone covet a Kelly bag? Why are Cirque Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories? What does Gucci's approach to marketing have in common with Nespresso's? And why do some people pay a relative fortune for Renova toilet paper or Aesop detergent even though they hardly ever 'advertise' and seem to have none of the 'functional performance advantages' conventional marketers would seek to demonstrate? Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros. This book will fascinate marketing professional just as much as those who are simply curious as to how premium brands tick.

Rethinking Prestige Branding examines the successful development and promotion of prestige brands, explaining not just how they're sold but how consumers respond to them.

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This book addresses the No 1 challenge of all major luxury brands today: How can these brands pursue their growth yet remain luxury? How do you reconcile growth and rarity? Kapferer on Luxury offers a selection of the most recent and insightful articles and original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst. Each chapter addresses a specific issue relating to the

luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization. It also explores in detail facing the demand of the Chinese clients, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity and more. As such, Kapferer on Luxury is the perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students willing to deepen their understanding of this major luxury challenge.

Praise for SELLING LUXURY " Geneviève and Robin have brought together their talents to create a book that gives all Sales Ambassadors the fundamentals in selling and building customer loyalty. " —Hamida Belkadi, CEO, De Beers Diamond Jewellers, USA " Selling Luxury is filled with ways of exceeding each client ' s expectations through offering a service that surprises and delights. " —Aaron Simpson, Group Executive Chairman, Quintessentially What does it take to sell high-end luxury creations to the richest clients in the world? In Selling Luxury, Robin Lent and Geneviève Tour, with thirty years of combined experience, share their savoir-faire. You ' ll also pick up tips from multi-million dollar luxury sales professionals who will help you understand the complexities of the universe of luxury. Selling Luxury will show you how a salesperson can acquire Sales Ambassador status by offering the impeccable service associated with the world ' s most prestigious brands.

Put brand theory into action and learn from the strategies and expertise of luxury organizations, to understand why certain brands become stellar prestige brands.

Srun shows how the psychology of luxury brands truly plays into high value customer motivations and unlocks the potential to understand their decision processes which are unlike that of any other customer. Selling to very wealthy, demanding customers – whether you ' re selling luxury products or high value bespoke professional services – is a very different process to selling anything else to anyone else. Francis Srun has twenty years experience in the luxury industry, based in France, Switzerland, China and Hong Kong, most recently with Maison Boucheron. The first step is learning how to physically embody " Luxury ". You need to look, speak, and move " Luxury ". The true luxury attitude is not submissive nor is it hauteur – it is gentle, generous and simply, truly human. Success comes from not just being professional but from building a genuinely luxury relationship with clients. To do that you need to truly understand your client. High value customers today are younger, international in outlook and residence, and increasingly from Asia. Their buying motivation is always about self-affirmation and pleasure and never about money. The luxury customer ' s decision process is unlike that of other customers. While emotion is important when selling anything to anyone – with luxury selling it is paramount. Srun shows how the psychology of Brand, Product, Place, Price and Time all play a role in customer ' s motivations. Finally this book guides you step by step with concrete examples and useful techniques through the seven steps of luxury selling: be prepared to sell, welcome appropriately, listen genuinely, propose and present with style, meet objections with persuasion rather than refutation, conclude sharply and finally gain loyalty for a long term relationship.

The fashion and luxury industries have been well-established for centuries, but the new disruptive digital environment is causing these industries to rethink their business case and adapt their brand offerings for consumers and experiences both online and offline, mixing physical place and digital space: phygital. This exciting new text, the first on this timely subject, written by an expert author explores the current malaise and offers ways forward through a mixture of research and practice-led examples.

Using the field of material culture as its methodological departure point, this Palgrave Pivot explains the strategic advantages that brands can set in place when their executives are fully in command of how to move from strategy to tactics. Specifically, it studies the brands, their products and signature experiences as well as their relationship with the consumer in an attempt to define the greater powers that have pushed fashion labels in and out of fashion. It focuses on case analysis of specific luxury fashion brands and attempts to link those to the greater context of material culture while also elaborating on theoretical discussions. Bridging theory and practice, this book explores the relationship between creative strategy and cultural intelligence.

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