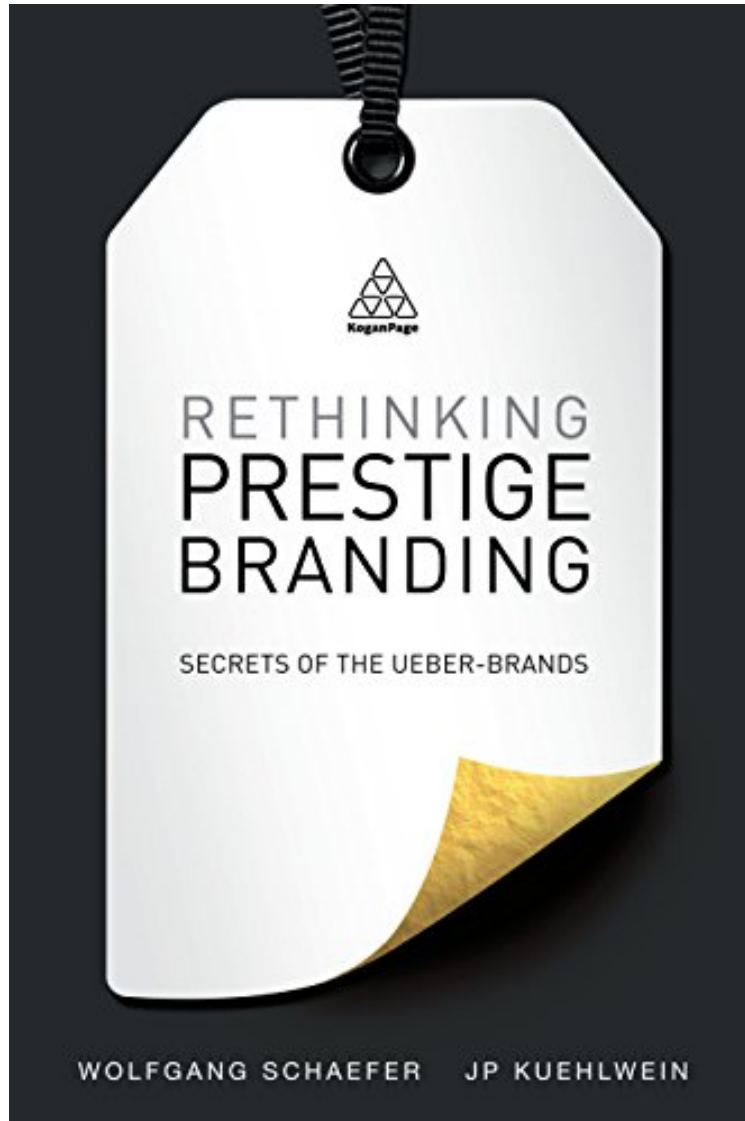


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Rethinking Prestige Branding: Secrets of the Ueber-Brands

Wolfgang Schaefer, JP Kuehlwein

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Wolfgang Schaefer, JP Kuehlwein : Rethinking Prestige Branding: Secrets of the Ueber-Brands before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rethinking Prestige Branding: Secrets of the Ueber-Brands:

4 of 4 people found the following review helpful. A smart page-turner about successful brands By Michael Pollock This is a book about brands like no other. The insights and well-chosen cases sparkle through it. The writing is lively - even sassy. Unlike so many dry "academic" books on brands it is not packed with filler and "theory" - this is real world experiences smartly parsed and examined. You'll get ideas from every page - new ideas

as well as old ideas re-framed. While the focus is what the writers call the Ueber-Brands, there are stimulating examples and anecdotes here for anyone wrestling with their own brands whether Ueber yet or not. Even if you think you know it all already, this surprisingly engaging book is well worth your time for its fresh point of view.² of 2 people found the following review helpful. lucrative story-telling at its best (for both brand junkies and the everyday consumer)By michelle linReading this book is much like experiencing an ueberbrand as it unfolds before you page by page. Though technically a business book that educates the reader on strategy, case studies, and frameworks, the tonality and voice behind the content sounds like that of a friend (albeit, a more experienced, well-traveled friend) - with the right amount of tongue-in-cheek humor and ease to keep you properly engaged. The ample insights to take away manage to feel like they're served up as a nice treat with some amusing anecdotes that you'll want to retell at a cocktail party (and build your own social currency), in great contrast to typical business case studies. Most practically and uniquely, the book is able to meet its reader on all parts of the spectrum - offering a historical and cultural study on the evolution of branding in layman terms to those who may just be avid consumers as well as turn-key applications (down to the self-evaluative business questions) for brand practitioners. A keeper and must-read for the smart stories inside as well as a handy guide for business building for years to come.⁰ of 0 people found the following review helpful. Modern view of Brand BuildingBy PKThis book is not about prestige in the more expected "expensive" sense, it is about brands with purpose and ideals that manage to rise above the rest. The recipe for such success is not simple, but the authors have managed to describe it using an engaging narrative and several great cases and examples to prove their points. The book also demonstrates a modern and positive view of capitalism, one of ideals and sustainability leading to successful outcomes, growth and profit being consequences of this success, not the ultimate goal. This is a highly recommended book for anyone interested in modern brand building.

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 the marketing professional just as much as those who are simply curious as to how premium brands tick.