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# RETHINKING PRESTIGE BRANDING: SECRETS OF THE UEBER-BRANDS (HARDBACK)



Kogan Page Ltd, United Kingdom, 2016. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. 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

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- Released at 2016



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