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Lifestyle brands a guide to aspirational marketing pdf

STEFANIA SAVIOLO is professor of management and technology at SDA Bocconi in Milan, Italy. She teaches in the SDA Bocconi Strategic and Entrepreneurial Management Department and is head of Master in Fashion, Experience, and Design Management Division. She holds a degree in economics from the University of Bocconi, a ph. D in International Law and Economics, and studied at the Stern School of Business, New York University. Her interests are in competitive strategies in style and fashion sectors, internationalization strategies and brand management. She has published extensively in Italian and in the Harvard Business Review China. ANTONIO MARAZZA is ceo of the Milan office of Landor Associates, one of the world's leading brand consulting companies, and is a member of the European Board of Directors. His brand experience covers a wide range of industries, including financial services, consumer goods, B2B, oil, leisure and luxury in brand strategy, naming, corporate brand and product brand. He worked for seven years with Burson-Marsteller in Italy developing experience in public relations and public affairs. He has also worked with the Milan Chamber of Commerce, where he initiated and ran the communications and publishing department. He presents lectures on branding at several Italian universities and holds a degree in economics and business from Bocconi University, Milan, Italy. What do Apple, Body Shop, Diesel and Virgin have in common? (And what makes them different from Mattel, Microsoft, and Samsung?) Why do millions of people identify with Harley-Davidson and Ferrari, and why does it seem that almost everyone owns a pair of Adidas or Levi's? These brands inspire something beyond loyalty—their customers are dedicated brand ambassadors who allow no substitutions. Why do some brands achieve this kind of compulsive following? In Lifestyle Brands, Antonio Marazza, general manager of Landor Milan, and Stefania Saviolo, professor at the SDA Bocconi School of Management, discuss the characteristics of three types of brands: cult, iconic and lifestyle. They explore ways in which certain brands are adopted not for functional and emotional reasons, but because of what they symbolize. The authors describe how brands with dedicated ambassadors act as status symbols, allowing fans to feel that they belong to a special group. Using both research and observation, this book characterizes qualities typical of brands with high symbolic value, and suggests a method to understand and create a brand that improves the customer's lifestyle and inspires obsession. Lifestyle Brands: A Guide to Aspirational Marketing by Antonio Marazza and Stefania Saviolo (Palgrave Macmillan, 2013) is available in English through Amazon.com and in Italian from Rizzoli to Amazon.it. Read more about this topic from the authors Stefania Saviolo, Antonio Marazza Stefania Saviolo, Antonio Marazza Back Matter What do brands like Apple, Diesel, Abercrombie & Fitch and Virgin have in common and what distinguishes them from other brands? These brands can maintain a relationship with their customers that goes beyond brand loyalty. This provides a full analysis of Lifestyle Brands, which inspires, guides and motivates beyond mere product benefits. Apple body brand brands client corpus identity interpretirish republican army (IRA) lifestyle mapping marketing model Nike ANTONIO MARAZZA is general manager at Landor Milan. At Landor, the world's leading brand consulting firm, he has led important projects for many major international brands in brand positioning, brand architecture, naming, brand identity, brand experience and adaptation of business culture to brand values and philosophy. STEFANIA SAVIOLO is professor of management in fashion, luxury and creative industries at Bocconi University and SDA Bocconi School of Management. At Bocconi she founded and is head of International Master in Fashion, Experience & Design Management (MAFED). She works as a management consultant for leading fashion, luxury and lifestyle companies in the areas of brand management and creative processes. She has also published several books and articles on these topics in Italy and internationally. Please note that you do not have access to teaching notes You may be able to access teaching notes by logging in via Shibboleth, Open Athens or with your Emerald account. If you think you should have access to this content, click the button to contact our support team. To read the full version of this content please select one of the options below You may be able to access this content by logging in via Shibboleth, Open Athens or with your Emerald account. If you think you should have access to this content, click the button to contact our support team. I discovered this book on a shelf in my library. The cover is ugly (it's okay to judge a book by its cover, that's why they have covers!) but it turned out to be a really informative read. I picked up a lot about branding from this book. It starts with a fascinating sociological overview and then breaks down the components of branding. The book ends with some case studies. Overall, I think this is a good overview of branding that still feels relevant in 2018. I discovered this book on a shelf in my library. The cover is ugly (it's okay to judge a book by its cover, that's why they have covers!) but it turned out to be a really informative read. I picked up a lot about branding from this book. It starts with a fascinating sociological overview and then breaks down the components of branding. The book ends with some case studies. Overall, I think this is a good overview of branding that still feels relevant relevant 2018. ... more PAGE 1 PAGE 2 @inproceedings{Saviolo2012LifestyleBA, title={Lifestyle Brands: A Guide to Aspirational Marketing}, author={Stefania Saviolo and Antonio Marazza}, year={2012} }Introduction - Brands and Symbolic Value Brands and Social Identities: a Increasingly Close Link The Brand: What is it, How it builds value and why we grow fond of it from authority to lifestyle: a mapping of brands with high symbolic value How Lifestyle Brands Work: an interpretive model Model in action The economic impact and financial equity of the brand Examples include Patagonia, Nike, The Body Shop, Abercrombie & Fitch, Club Med, Diesel, Apple, Virgin

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