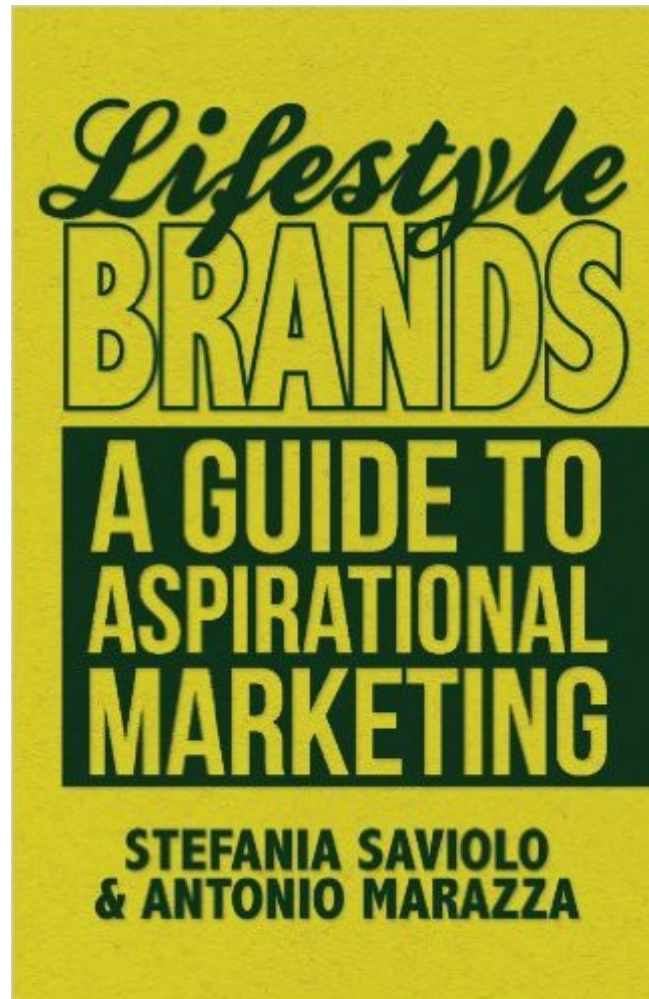


The book was found

# Lifestyle Brands: A Guide To Aspirational Marketing



## Synopsis

What do brands like Apple, Diesel, Abercrombie & Fitch and Virgin have in common and what differentiates them from other brands? These brands are able to maintain a relationship with their clients that goes beyond brand loyalty. This gives a complete analysis of Lifestyle Brands, that inspire, guide and motivate beyond product benefits alone.

## Book Information

File Size: 1413 KB

Print Length: 156 pages

Page Numbers Source ISBN: 1137285923

Publisher: Palgrave Macmillan; 2013 edition (December 5, 2012)

Publication Date: December 5, 2012

Sold by:Â Digital Services LLC

Language: English

ASIN: B00BCZFMMD

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #303,675 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #14

inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Advertising > Online Advertising #33 inÂ Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #37 inÂ Kindle Store > Kindle eBooks > Business & Money > Industries > Purchasing & Buying

## Customer Reviews

For people aspiring success in the competitive world of luxury branding and marketing, Lifestyle Brands: A Guide to Aspirational Marketing by Stefania Saviolo and Antonio Marazza is the tool to begin. Unsurprisingly, I found that several of the concepts of the book are shallow and materialistic, but if one is going into a purely materialized field, one should not expect anything else. I did enjoy the conversational style that the authors used, making the book easier to get through and have less of a monotonous, textbook feel. Visuals are appropriately placed throughout the book, adding an aid to visually comprehend theories. Specific examples of brands are broken down and usually

elongated into entire sections and chapters; some could have perhaps been shortened, but they are all helpful nonetheless. The book is a sufficient step to lead readers in the right direction of understanding the psychology and creation behind iconic brands. Lifestyle Brands gives memorable and thought-provoking quotes and teachings in its mere 130 pages; any more pages and the book would have been excessive and overdone. The general idea of the book is to have the audience understand that what consumers appreciate is â œsymbolic valueâ • (Saviolo, Marazza, xi). The product being marketed is more about the lifestyle, status, and value than the tangible product itself. It is touched upon that â œresearchers define certain brands as magnetic: brands capable of engaging, of proposing an original point of view and of influencing a social contextâ • (Saviolo, Marazza, 1). The book discusses how brands can reel in their consumers by relating their product to emotional ties or simply what is â œin.

[Download to continue reading...](#)

Lifestyle Brands: A Guide to Aspirational Marketing Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands Wine Marketing Online: How to Use the Newest Tools of Marketing to Boost Profits and Build Brands Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To

Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands Millennial Marketing: Bridging the Generation Gap: How Businesses and Brands Can Better Connect With and Engage Gen X/Y/Z, Baby Boomers and More Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business)

[Dmca](#)