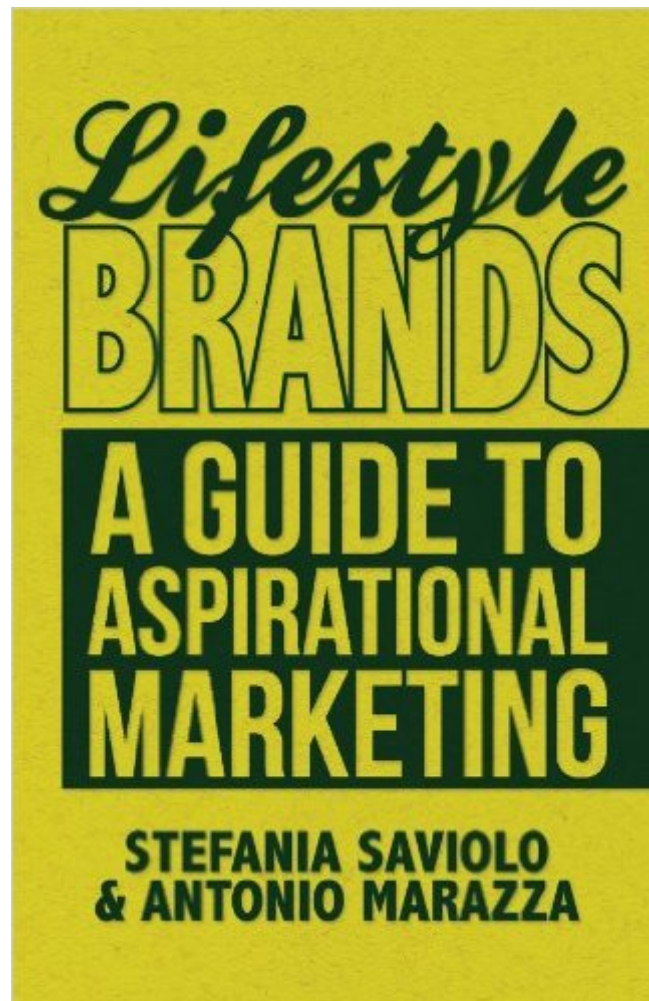


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# Lifestyle Brands: A Guide To Aspirational Marketing



## 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

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## 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 "symbolic value" (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 "researchers define certain brands as magnetic: brands capable of engaging, of proposing an original point of view and of influencing a social context" (Saviolo, Marazza, 1). The book discusses how brands can reel in their consumers by relating their product to emotional ties or simply what is "in."

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