



Rethinking Prestige Branding: Secrets of the Ueber-Brands

Wolfgang Schaefer, J.P. Kuehlwein

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Prestige brand experts JP Kuehlwein and Wolfgang Schaefer uncover the formula for what drives the success of iconic brands, offering a behind-the-scenes look into not just the practical marketing of brands, but how consumers respond to them psychologically and emotionally.

With insights from interviews with 50 premium brand experts and over 100 case studies from companies including Apple, Red Bull, Cirque du Soleil, and Hermès, *Rethinking Prestige Branding* will fascinate the marketing professional just as much as those who are simply curious about how premium brands tick.

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