



Lifestyle Brands: A Guide to Aspirational Marketing

S. Saviolo, A. Marazza



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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.



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