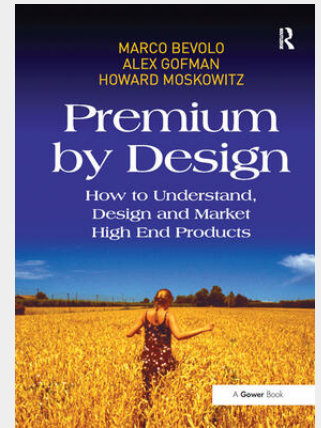


Premium by Design

How to Understand, Design and Market High End Products

There are luxuries that most of us will never be able to afford in a lifetime, but just off the shores of the moneyed is a huge, fast growing, land of premium value which inspires people to get there, even if they need to stretch their budget to reach it. Premium by Design is a thoroughly researched, well argued and well presented study that identifies how global business leaders have succeeded in achieving margins by design. Thanks to original tools and processes, this book shows how you might also succeed. It is about better, but reachable and real, products and services. The book features insights from the world of customer science and design research. The key challenge for the world today is finding out how sustainable is the underlying process that is driving this apparent desire for more and more indulgent material possessiveness? This book might not have all the answers, but it will provoke and trigger a long overdue debate in the premium and image driven industries about tomorrow's values. As a result it is a must read for anyone in this market, or aspiring to it.



41,00 €

38,32 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032836867

Medium: Buch

ISBN: 978-1-032-83686-7

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 24.06.2024

Sprache(n): Englisch

Auflage: 1. Auflage 2024

Produktform: Kartoniert

Gewicht: 612 g

Seiten: 332

Format (B x H): 174 x 246 mm

