

Preface

Marketing studies tell a lot about how brands can thoroughly manage and “influence” their perception by customers and audiences through brand communication and experience. However in the age of the empowered customer, brands might not necessarily succeed by tightening control but by loosening it.

While respecting established concepts, marketing professionals and researchers need to constantly develop innovative strategies to create value for both brands and customers. My master thesis explores the trend of customer integration and the value it can create. I feel honored and lucky that it is now widely available as a book.

I'd like to thank Prof. Dr. Baumgarth and Prof. Dr. Boltz for inspiring and overseeing my master thesis as well as Prof. Dr. Kreutzer for recommending it to the Springer BestMasters program. I'd also like to express gratitude to my partner, family and friends for the utmost support, my colleagues at MetaDesign for the inspiration and constant challenge and SpringerGabler for supervising and publishing the book.

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