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Brands By Wolfgang Schaefer;J.P. Kuehlwein**

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Uncovering the secrets of why and how these Ueber-Brands are created more equal than others is the focus of Rethinking Prestige Branding.

Michael wilson, niall co-founder and ceo,

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Wolfgang Schaefer is the author of Rethinking Prestige Branding (4.25 avg rating, 4 ratings, 0 reviews, published 2013)

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Wolfgang Schaefer is the author of Rethinking Prestige Branding (4.20 avg rating, 5 ratings, 1 review, published 2013)

J. p. kuehlwein (author of rethinking prestige

About J.P. Kuehlwein: JP Kuehlwein is Executive Vice President at Fr d ric Fekkai, a New York-based prestige salon operator and hair care brand and an Ou

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Rethinking Luxury Branding with JP He is co-author of the book Rethinking Prestige Branding Secrets of The Ueber-Brands which reveals the drivers of sustained

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