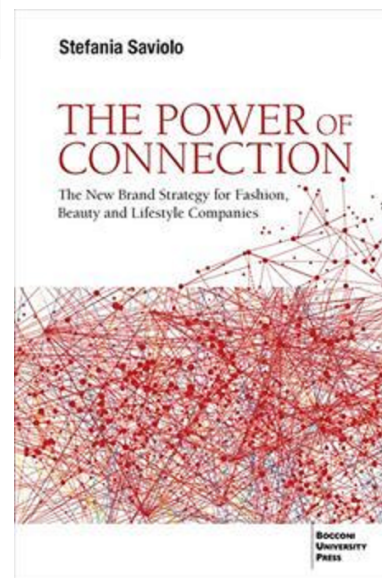


# THE POWER OF CONNECTION

Prezzo: **25,90 €** Regular Price  
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## Descrizione

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How can brands build authentic connections with their customers and communities? How can they stay true to their identity and deep-rooted DNA while evolving to meet market demands? How can they align their signature with the customer experience? At a time when brands face the paradox of unparalleled technological connectivity yet struggle to build meaningful relationships with their audiences, *The Power of Connection* seeks to answer these questions with a unique focus on symbol-intensive and community-driven industries such as fashion, luxury, and beauty. At its core, the book introduces the idea of the “connected brand,” a framework that brings together all the key elements of brand strategy—from DNA and positioning to creating memorable, signature customer experiences. It shows how a brand, while staying true to its roots, can expand into new markets through strategic collaborations and brand extensions. The book concludes with an exploration of four brand archetypes—authority, icon, lifestyle, and cult—demonstrating how brands build symbolic value and become part of our lives.

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