

Empowering Brands with Customer Integration: Classification, Benefits and Success Factors (BestMasters)



Jörg Sesselmann presents the first comprehensive guide to customer integration from a branding perspective. The author establishes a classification of the vast landscape of co-creation, co-design, co-production, interactive value creation and mass customization and evaluates benefits and success factors for brands. He provides insight into leading case studies from the fast food, apparel and toy industry as well as practical implementation checklists and guidelines. The book provides thought-provoking impulse for marketing, brand management and strategy professionals as well as for researchers, lecturers and students.

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