



The Role of Price for Premium Brands - The Case of the Automotive Industry

By Gunnar Klaming

GRIN Verlag. Paperback. Condition: New. 52 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Scholarly Essay from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 10 von 10 (Schweiz), University of Lugano (Faculty of Communication Sciences and Faculty of Economics), 34 entries in the bibliography, language: English, comment: The paper was written in cooperation with the product management department for BMW Series 5, 6 and 7, at BMW (Munich). Incl. 9 pages appendix, abstract: Starting situation Today, many markets have reached such a degree of saturation that market potential is often virtually exhausted. Increasingly, growth can be achieved only at the expense of competitors. Increasing internationalization and the market entry by new competitors result in brand and product inflation. Dramatically shorter product life cycles and constantly accelerating product aging are another challenge for companies that they must deal with. Hence, in order to make a company's products stand out from the diverse range available, suppliers are attempting to hone competitive edge through increasing differentiation of their brands, emphasizing how they meet the specific needs and wants of their target customer groups and market segments. The overall goal of this approach...



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