

## Press information

Mario Pricken

### **The Essence of Value**

Secrets of desired products. 80 inspiring strategies for creative companies

252 pages, attractive hardcover, 100 coloured illustrations, ISBN 978-3-89578-446-0, € 39.90

### **Contents**

For his new book, Mario Pricken has thoroughly analyzed more than 300 products, objects and events over their entire lifecycles in order to reveal, for the first time, the patterns that make things extraordinarily valuable. On the basis of his analysis, he has identified 80 parameters that can be found, for example, in the biographies of exceptional cars, watches, luxury foods, designer furniture, artwork and services – such as the elements of uniqueness, scarcity, the effect of time or magnificently orchestrated transfers of ownership. In addition, the book provides a comprehensive catalog of questions to help us generate our own ideas for giving products that special something which transforms them into objects of desire.

‘The Essence of Value’ is an inspiring book for progressive, creative people involved in product development, marketing, design, events and the arts as well as recommended reading for those who appreciate fine things and want to understand what makes products particularly special and valuable. The book focusses on intuition and understanding, but it also inspires and entertains, offering us an entirely new way of looking at the creation, marketing and purchase of truly desirable products.

This travel guide through the world of valuable products and objects

- reveals, based on examples from the worlds of business, the arts and religion, and with numerous accompanying illustrations, the fundamental parameters that create value and make products ‘shine’
- can be used as an analytical tool to quickly and easily determine the ‘value-DNA’ of a product
- provides more than 300 thought-provoking questions to inspire new ideas on how to imbue products with value

### **The author**

Mario Pricken is a globally sought-after expert in the creative sector as well as in the fields of strategy development and innovation. Like all true creatives, Pricken didn’t ‘learn’ how to be creative – he redefined it, in working with his customers and through his internationally successful books. His bestseller ‘Creative Advertising’ has been translated into seven languages and, having sold over 130,000 copies since 2001, is an internationally recognized standard work in the field. Its success was followed by ‘Visual Creativity’ and ‘Creative Strategies’.

In cooperation with Europe’s largest research organization, the Fraunhofer Gesellschaft, Mario Pricken has developed new innovation processes for researchers and engineers. Since 2006, as a passionate ‘creative’, Pricken has been a university lecturer at the University of Applied Arts Vienna with a focus on ‘creativity and strategy’. As an innovation director, he works with international companies, renowned agencies, design companies and television broadcasters.

### **Subject areas**

Marketing and sales, innovation and product development, art and design, fairs and events, strategic management

### **Audience**

Marketing und product managers, product developers, art directors, copywriters and advertising consultants, galleries and museums, artists, trade fair and event managers, retailers and salespeople, executives

### **Publisher**

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