Modern marketing in disguise: creating value connections between companies and consumers
Mossinkoff, M.R.H.

Citation for published version (APA):
Mossinkoff, M. R. H. (2012). Modern marketing in disguise: creating value connections between companies and consumers

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: http://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
References list


268
Volume: 29, Issue: 13, Pages: 23-41

HarperBusiness.

de nieuwe meerderheid. Amsterdam: Uitgeverij van Gennep

Journal of Advertising, 17 (2)


Faurholt Csaba, F. and Bergtsson, “Rethinking Identity in Brand Management” in Schroeder
et al. (2007) Brand Culture.


17, ed. Rebecca H. Holman and Michael R. Solomon, Provo, UT: Association for Consumer
Research, 60–61.

Debates: some challenges to modern marketing” Working Paper Series ‘W. Orme’ College of
Busines and Administration, University of Rhode Island.


Florida, R. (2002). The Rise of the Creative Class: And How it’s transforming work, leisure,


Kapferer, J. (1997) Strategic brand management, 2/e, Kogan Page


Packard Vance (1957) The Hidden Persuaders Pocket Ed.


Raessens J. (2009a) “Homo Ludens 2.0” Metropolism 5th Oktober 2005
Raessens J. (2009b) “Playful Identities, or the Ludification of Culture” *Games and Culture* Volume 1 Number 1 January 2006 52-57


Ritchie and Lewis (2003) *Qualitative research practice: A guide for social science students and researchers* bmj.


276


---

**Appendixes to chapter 4**

Appendix 4-1: Diesel activities and consumer reactions in chronological order

<table>
<thead>
<tr>
<th>Year</th>
<th>Brand</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 1991</td>
<td>In 1991 the first ‘for successful living’ campaign. Before only ‘weird’ catalogues.</td>
<td>Worn-out looking items, ripped jeans, ‘giants’ jacket akin to American casual style. First company to produce casual wear tailored for women. Dieselito for kids: a playground. First sales in NY, in front of Levi’s overpriced jeans (100$), but in consignment.</td>
</tr>
<tr>
<td>1992-1993</td>
<td>Focus on individual traits: “How to: date more, smoke (‘who Items in far-west style like long denim skirts, vests, slim-fit western shirts. Akin to Levis.</td>
<td>Diesel is reinterpreting the 60ies in a modern People want to distinguish themselves and collage their</td>
</tr>
</tbody>
</table>