

Xmas Alumni Lectures 2024

PFH PRIVATE HOCHSCHULE GÖTTINGEN

Prof. Dr. Hans-Christian Riekhof

28.11.2024

Stand: 19.11.24

handout

The 2024 Xmas lectures

Franziska Jostock, Porsche AG Stuttgart

“Stories over products – How Type 7 drives cultural relevance beyond automotive”

Sebastian Thöne, MEILLER Aufzugtüren GmbH, München

Enhancing Profitability through Product Differentiation and Customized Client Solutions

Lukas Breustedt, locandis Hamburg

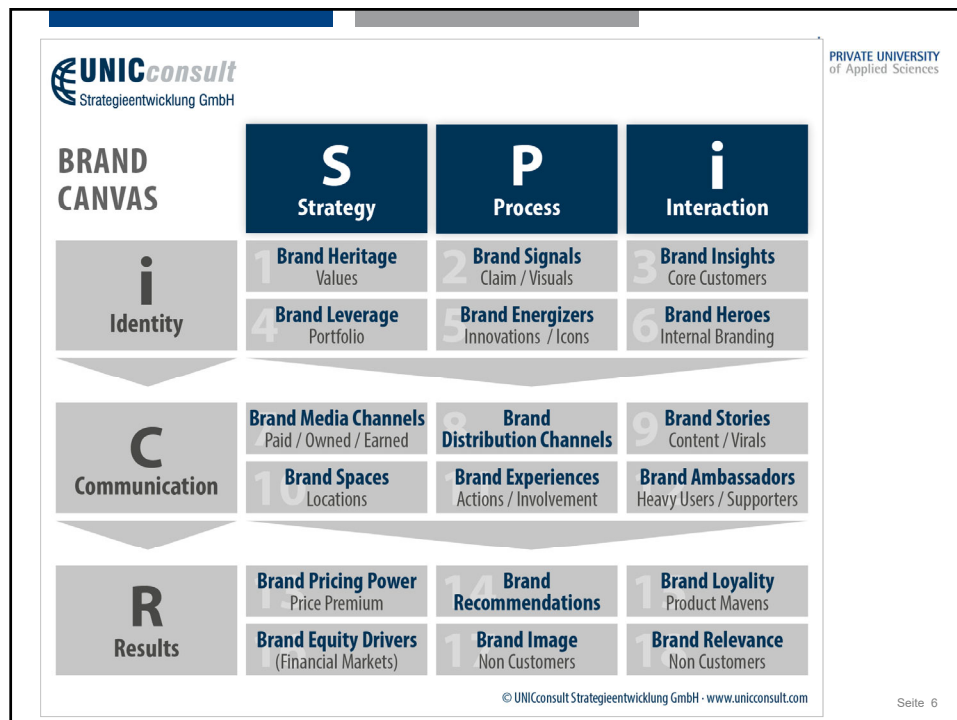
„Bridging the analytics gap: Location-based services in brick-and-mortar retailing“

Branding is about emotions.

EoE = Economics of Emotions.

**The DREAM GAP:
Understanding your target groups.**

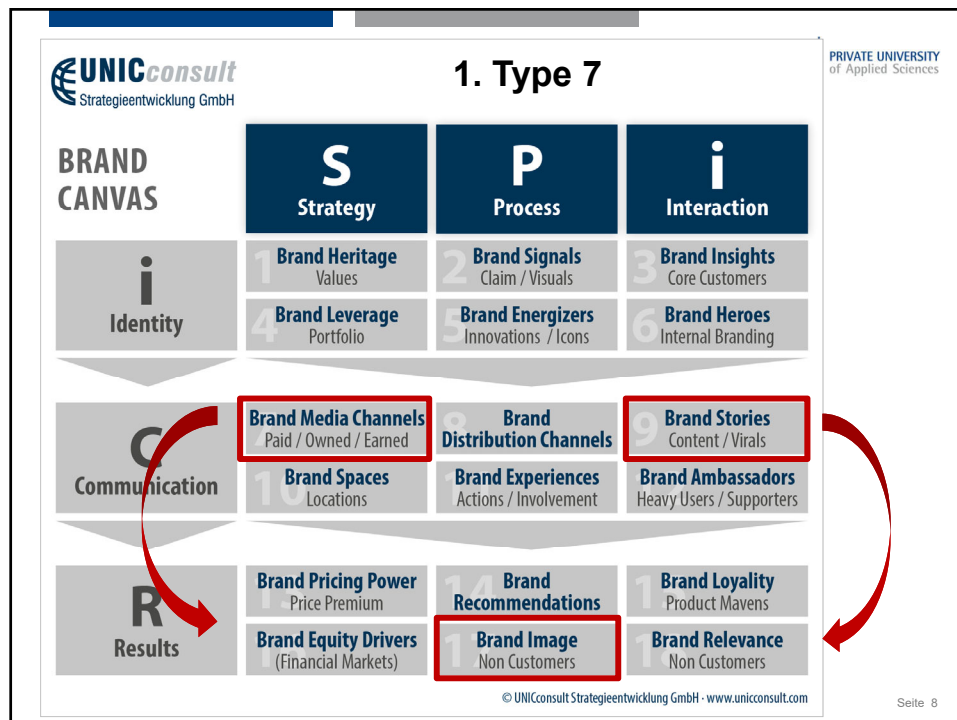
Marketing needs a framework: The BRAND CANVAS.



1. Customers do not like advertising.

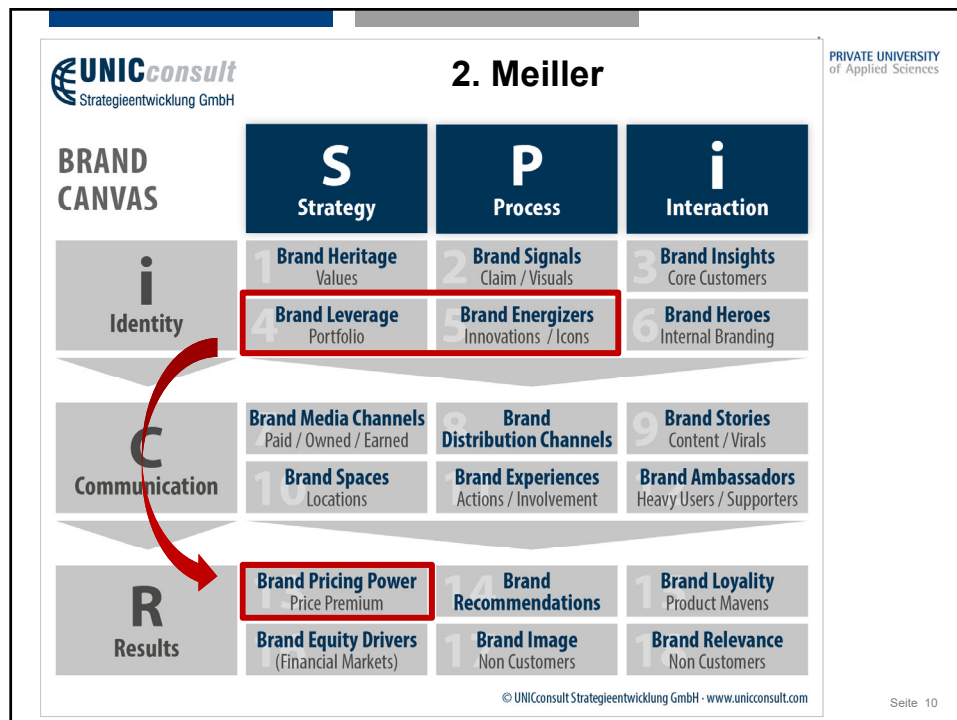
(Content is king.)

Type 7.



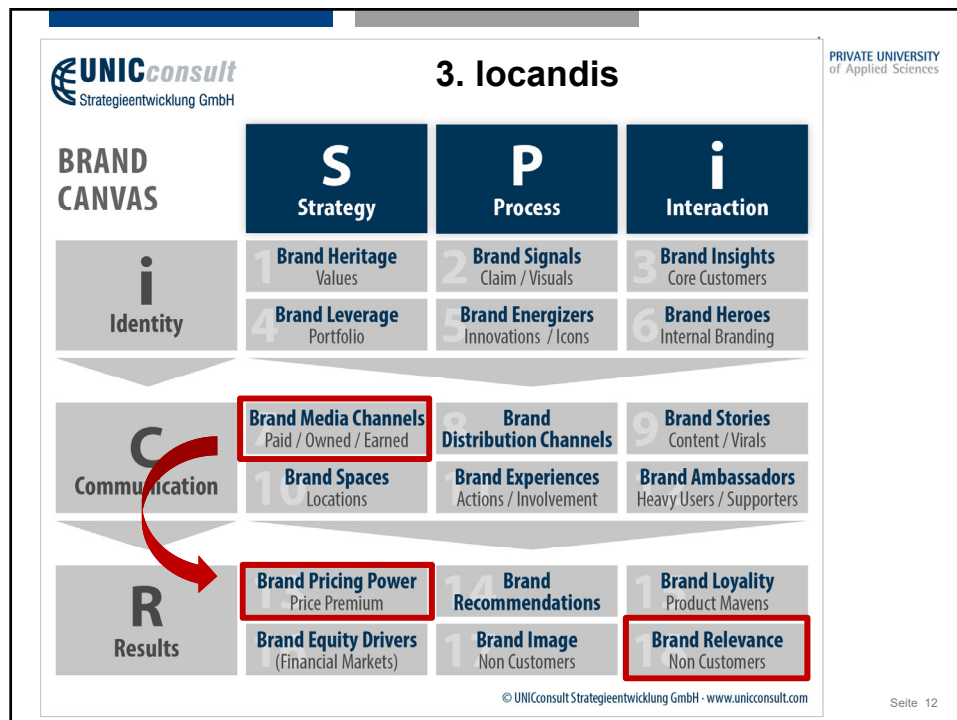
2. Creating value is Marketing.
Capturing value is Pricing.

Working on a B2B Pricing Strategy.



3. Customers do not like advertising.
Exception: in a buying context.

Location Based Marketing.



Marketing is changing.

Some observations on Pricing.

1.

**More Pricing Power
to the Headquarter.**

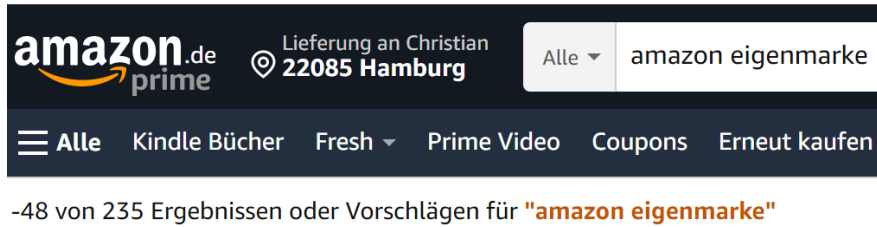
2.

**More Process Intelligence
for Pricing.**

3.

Some players get amazonized.

„to be amazonized“...



4.
More Grip
on all Distribution Channels.

**5.
More Dynamic Pricing
and Price Testing.**

**6.
D2C will be a Game Changer.**

7.

**Platforms economics
will gain relevance
also in B2B industries.**

**Are these trends
relevant for your business?**
(You'd better be prepared.)

Some life hacks.

RMB

Read More Books.

**Books:
Go for Curated Content.**



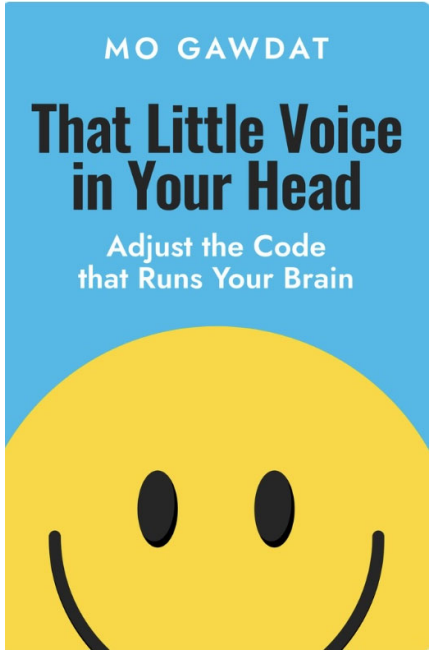
Mike Berners-Lee
**HOW BAD
ARE
BANANAS?**
**The Carbon Footprint of
Everything**

You might be surprised.

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Your Brain:

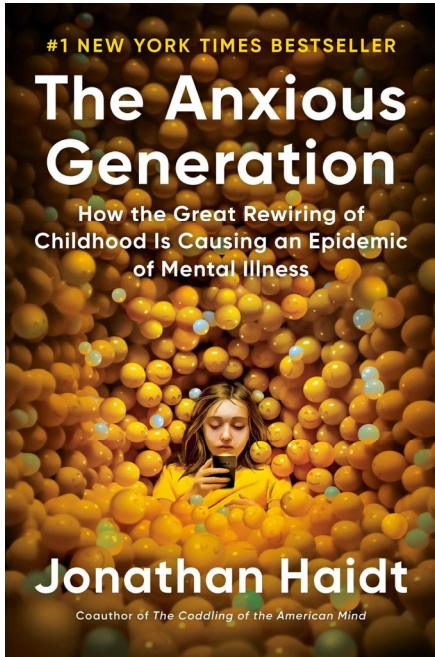
Garbage in:

↓

Garbage out!

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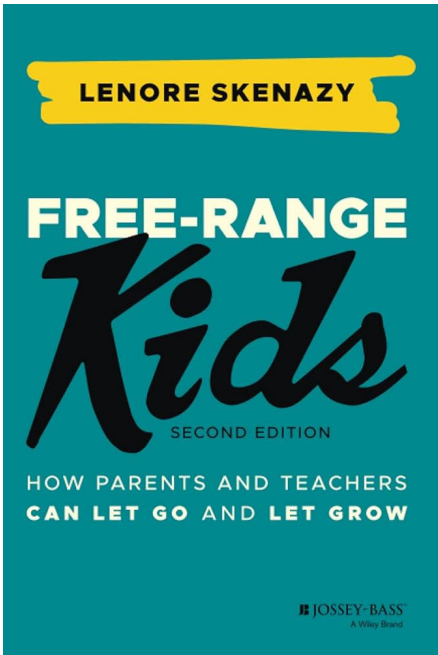
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Check your media menu:

**Social media has
a tremendously harmful
impact on society.**

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**A review
of educational principles.**

**Recommended
for future parents.**

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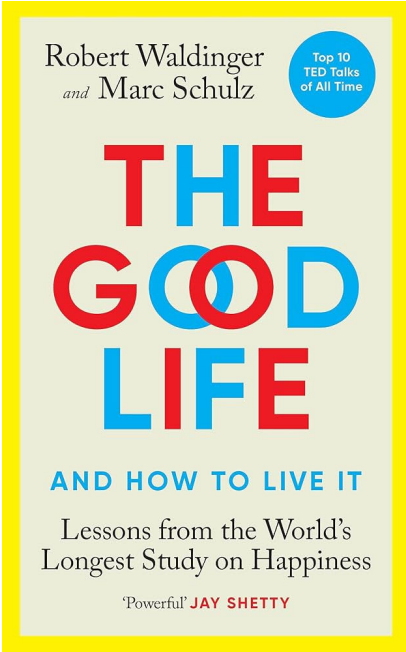
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**Learn to use
a powerful language
when you want
to be successful
in your negotiations.**

**See my Pricing Newsletter
„Riekhof on Pricing“ No. 81.**

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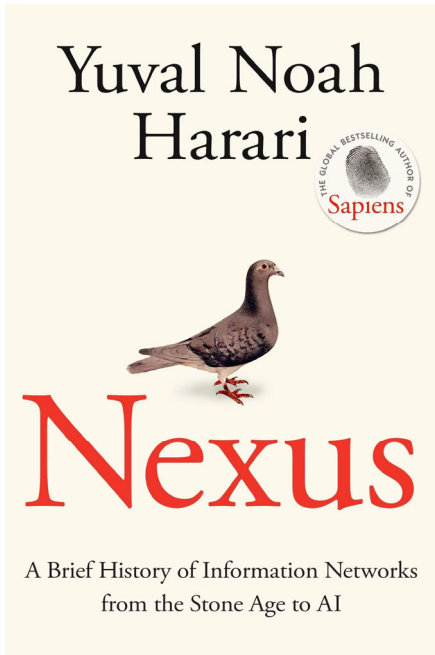


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**A great study
on how to live a good life
based on
empirical longterm data:**

**Take care of your
Family, Friends
and Peer Group.**

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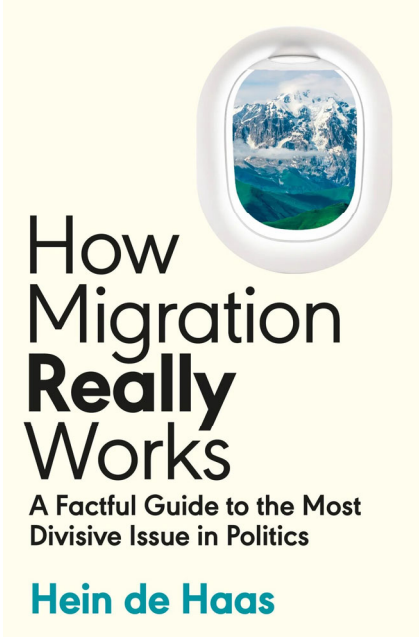


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**A really brief history
on information networks :**

**They create truth
or they create power.**

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How Migration Really Works
A Factful Guide to the Most Divisive Issue in Politics
Hein de Haas

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**You better stick to
empirical evidence.**

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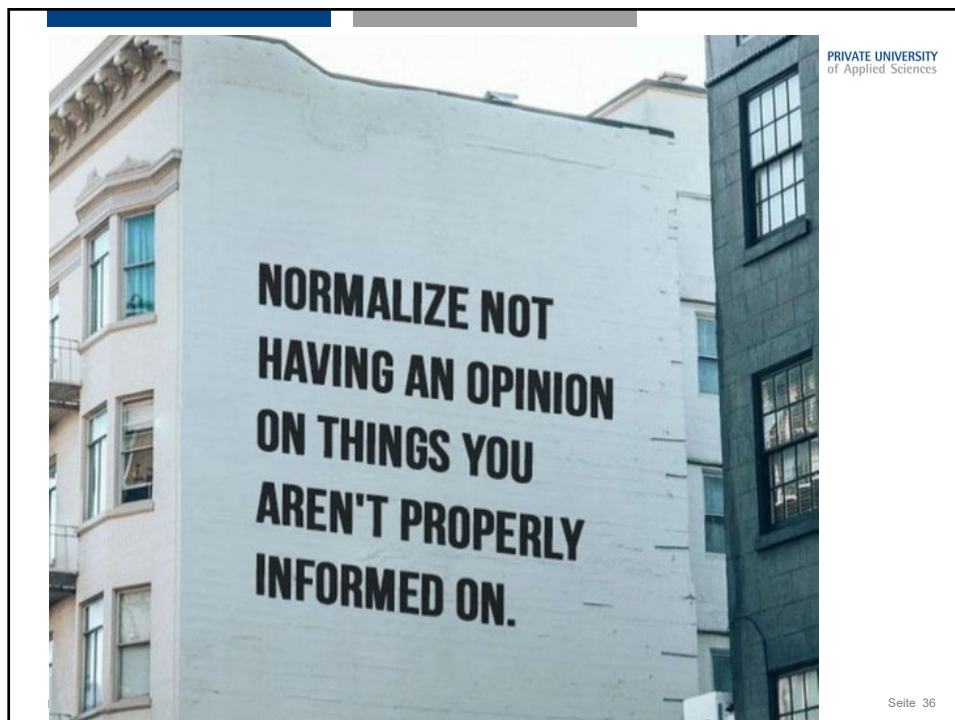
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SNA

Selective News Avoidance.

SI.

Selective Ignorance.



Check you News Channels.

Some recommended websites.

Our World in Data Browse by topic Latest Resources About

POPULAR TOPICS CO₂ Emissions Economic Inequality Human Rights Poverty Energy Life Expectancy Causes

Research and data to make progress against the world's largest problems.

Try "Life expectancy", "Poverty Nigeria Vietnam", "CO2 France"...

13,183 charts across 119 topics — All free: open access and open source

OUR MISSION

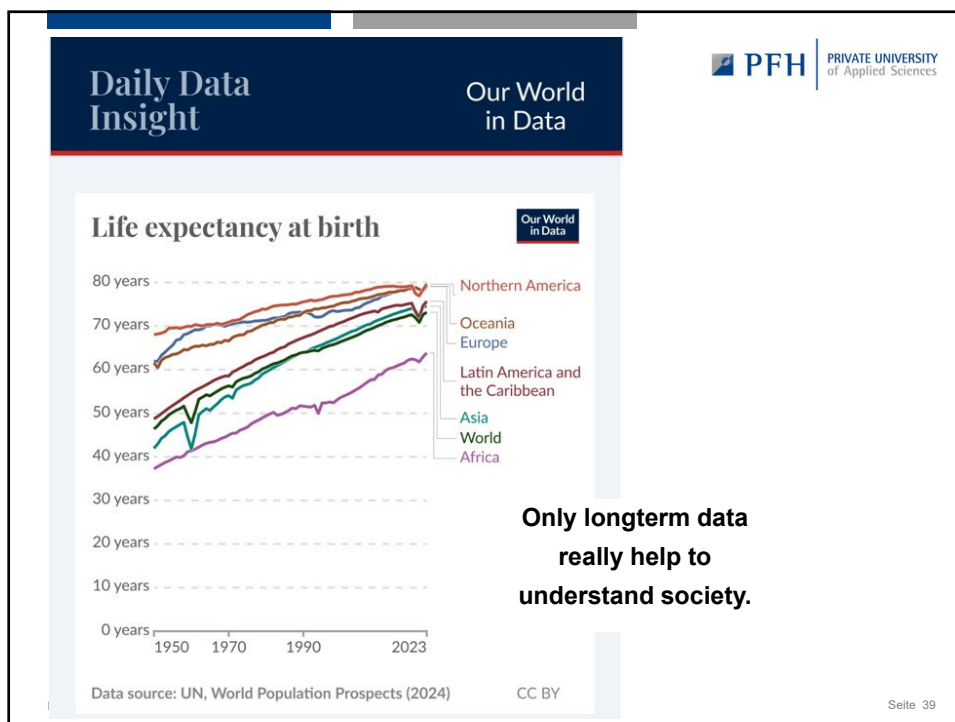
What do we need to know to make the world a better place?

To make progress against the pressing problems the world faces, we need to be informed by the best

FEATURED WORK

Metals & Minerals
by Our World in Data

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Go for Evidence Based Management.

It's Xmas time.

Go for Effectiveness
in your Donation Activities.

Evidence Based Donation Preferences.


GiveDirectly

- About
- Programs
- Evidence
- Recipients
- Blog
- How to Help
- Donate

Send money directly to people who need it most.

Your donation empowers families in poverty to choose how best to improve their lives.

ONCE

MONTHLY

\$40

\$60

\$100

Other

Give \$60 monthly

Poverty relief - Africa ([edit program](#))

[Giving from outside the U.S.?](#)



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Go for a Better Distribution of Value
in Global Value Chains.

Check out Gebana and buy
directly from farmers abroad.

gebana
Store

WHAT ARE
**REAL
ORANGES?**

READ MORE

ORANGES
GREECE, ORGANIC

Arrival of delivery: November,
December, January, February
and March

EUR 49	13 kg
EUR 3.77 / 1 kg	

PRE-ORDER

See you at the Goettingen
Christmas Market.

