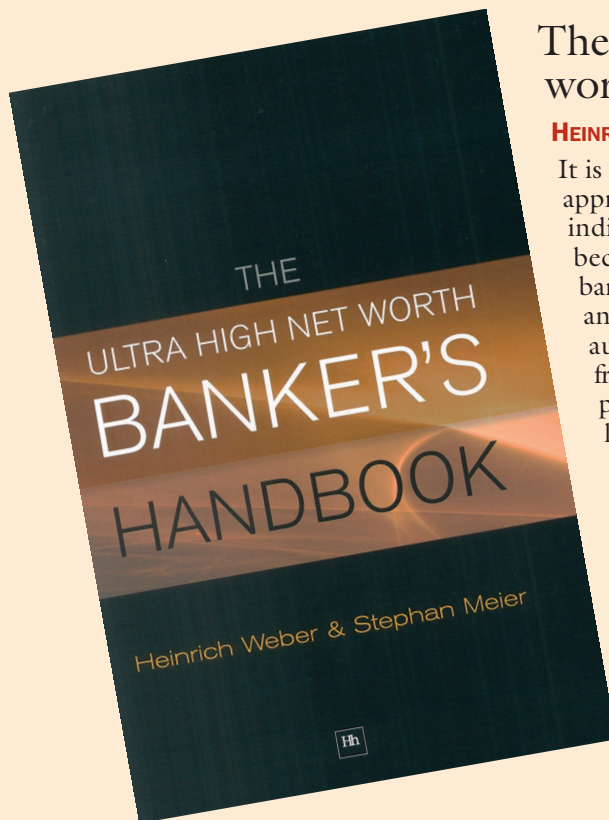


# Books



## The ultra high net worth banker's handbook

**HEINRICH WEBER, STEPHAN MEIER**

It is estimated that at the current time there are approximately 20 000 ultra high net worth individuals. These clients are complicated because they want at the same time private banking services, investment banking services and expect high added value advice. The authors have identified the three main frustrations of these clients: poor performance, poor communication with their banker and a lack of information on financial processes. This handbook offers advice, illustrated with practical examples, intended for private bankers, clients and managers of private banks alike.

**Harriman House, 08/2009, 270 p.**

## Sensory marketing

**BERTIL HULTEN, NIKLAS BROWEUS, MARCUS VAN DIJK**

How to attract customers in an innovative way? How to stand out from rivals in a world where brands, products and services are increasingly similar? The solution proposed by the authors is sensory marketing: reaching customers through their five senses. The book shows how touch, smell, sight, sound and taste can be the starting point for a company's strategic marketing. The theory is accompanied by innovative concrete examples drawn from everyday life.

**Palgrave, 05/2009, 200 p.**

