



Back to the product

March 28th, CBS' Entrepreneurship Platform hosted the event 'A Discussion between Research and Practice'. The event was a discussion about brands and products among the authors of the book *Tilbage til virkeligheden* (Back to Reality), Rasmus Bech Hansen and Jens Martin Skibsted, CBS researchers and VIPP's owner, Kasper Egelund, and chief designer, Morten Bo Jensen.

By Irene Houstrup

Photos by Christoffer Regild

▲ **EVENT** We need to get back to focusing on the product, say the authors of the new book *Tilbage til virkeligheden* (Back to Reality), Rasmus Bech Hansen and Jens Martin Skibsted. The book was discussed at the event 'A Discussion between Research and Practice' at Copenhagen Business School, organized by the Entrepreneurship Platform. In the book, the authors mention the Danish family-owned company VIPP, whose CEO, Kasper Egelund, and chief designer, Morten Bo Jensen, also participated in the discussion at the event. The discussion about brands and products was facilitated by Professor Robert Austin from CBS' Entrepreneurship Platform.



Hansen and Skibsted during the discussion. The two authors argued that much of the usual thinking about brands and branding is dead wrong: Brands are not merely stand-ins for often unavailable comparative information to help customers choose among products and services. Instead, according to Hansen and Skibsted, brands are *sources of meaning and emotional satisfaction*. In fact, the authors say, customers turn to brands to seek comfort and refuge from information overload.



Professor Robert Austin from CBS' Entrepreneurship Platform facilitated the discussion about the book and the book's case study about VIPP. To him, Danish design products are among the best in the world – because often, as in the case of VIPP, 'the story is woven into the product', as he put it at the event.



Researchers from CBS engaged in the discussion about brands and products.

enter Entrepreneurship Research and Education Magazine

enter Entrepreneurship Research and Education Magazine is a new online magazine from the Entrepreneurship Platform at CBS. enter aims to offer quick and accessible insight into entrepreneurship research and knowledge at CBS and to bring the research and educational landscape at CBS into a more intense dialogue with business and society. The enter magazine is published twice a year and is free of charge. Reproduction allowed and encouraged with indication of source. Please see www.cbs.dk/entrepreneurship

CBS ENTREPRENEURSHIP PLATFORM

Copenhagen Business School (CBS) established the Entrepreneurship Platform in spring 2013. The platform integrates and coordinates entrepreneurship research, education and outreach activities at CBS and is a single point of entry for entrepreneurship at the Copenhagen Business School.

ENTREPRENEURSHIP PLATFORM · COPENHAGEN BUSINESS SCHOOL

Porcelænshaven 18B, 3rd.floor
2000 Frederiksberg,
Denmark

Tel: +45 3815 2663
entrepreneurship@cbs.dk
www.cbs.dk/entrepreneurship