



The Management of Luxury: A Practitioner's Handbook

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The meaning of luxury and the type of customer that buys luxury continues to evolve. As a result, companies have to constantly rethink their marketing strategies to keep up with consumers' shifting expectations.

The Management of Luxury consists of 26 contributions from 51 international experts that discuss key strategies for premium brand success. Using unique research and case studies from a vast array of leading brands including Burberry, Grey Goose, and Rolex, they examine how luxury is evolving and which fundamental aspects of the business need to be prioritized in a time of change and transition.

The book provides a strategic approach to luxury management and focuses on four key areas: market, brand strategy, business strategy and responsibility. In addition, it analyzes the latest trends, such as the impact of social media and the role of emerging markets, and offers a multicultural perspective designed to create challenges to the traditional, established rules of an ever-evolving industry.

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Editorial Review

Review

"[T]he most detailed and multifaceted coverage of luxury marketing I have come across...the only book the specialist working in luxury brand management would need to read to feel more prepared to tackle the challenges the luxury market poses, and be able to make more informed decisions."

(Michael Baicoianu *Brand Uniq*)

"Focusing on the key strategic areas of market, brand strategy, business strategy and luxury responsibility, this book delivers a veritable mass of information... If you are new to the luxury sector this would be a particularly excellent desk resource and initiation to the different world of luxury products. Even if you have been working in this sector for a long time, you surely cannot fail to get some benefit from this book."

(Darren Ingram *Darren Ingram Media*)

About the Author

The Management of Luxury is a collection of 26 articles written by 51 individual contributors from around the world, edited by **Benjamin Berghaus**, **Günter Müller-Stewens**, and **Sven Reinecke**.

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