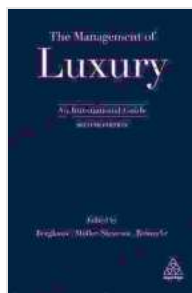


The Management of Luxury: An International Guide to Building, Managing, and Preserving Luxury Brands

The luxury market is a complex and ever-changing landscape. To succeed in this competitive market, it is essential to have a deep understanding of the unique challenges and opportunities that luxury brands face. This guide will provide you with the knowledge and tools you need to build, manage, and preserve a successful luxury brand.



The Management of Luxury: An International Guide

★★★★☆ 4.8 out of 5

Language : English
File size : 4313 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 490 pages



Chapter 1: The Foundations of Luxury

In this chapter, we will discuss the foundations of luxury, including:

* The definition of luxury * The history of luxury * The key characteristics of luxury brands

Chapter 2: Building a Luxury Brand

In this chapter, we will discuss the process of building a luxury brand, including:

* Developing a brand strategy * Creating a brand identity * Establishing a brand presence

Chapter 3: Managing a Luxury Brand

In this chapter, we will discuss the day-to-day management of a luxury brand, including:

* Marketing and communications * Product development * Customer service

Chapter 4: Preserving a Luxury Brand

In this chapter, we will discuss the importance of preserving a luxury brand's heritage and reputation, including:

* Protecting the brand's intellectual property * Managing the brand's image
* Ensuring the brand's quality

The management of luxury is a complex and challenging undertaking, but it is also a rewarding one. By following the principles outlined in this guide, you can build, manage, and preserve a successful luxury brand that will stand the test of time.

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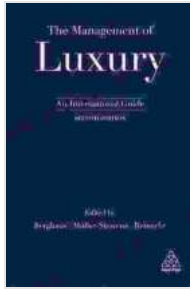
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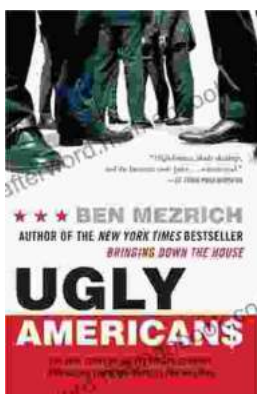


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