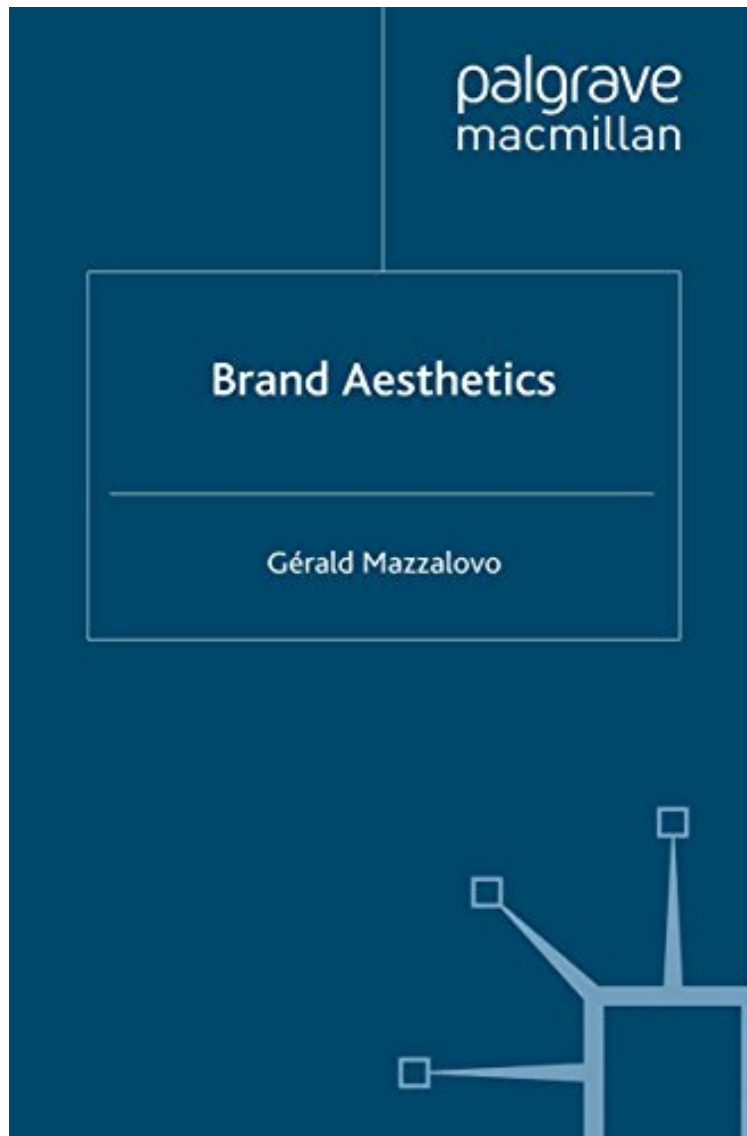


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G. Mazzalovo

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Explores the growing importance of aesthetic factors in the success of brands and the reluctance of brand managers and academics to deal with these issues. Proposes a series of theoretical and practical managerial instruments which analyse the aesthetic aspects of various brand manifestations.

About the Author: RALD MAZZALOVO is Managing Partner at Aravis S.A., a private equity firm active in luxury brands. He is also Visiting Professor at Instituto de Empresa (Madrid), Université Paris-Dauphine and Université Lumière in Lyon. A former consultant at Arthur Andersen, he has held the position of President or CEO at luxury brand companies such as Ferragamo, Loewe, Bally and Clergerie, and has consulted for many multinational firms, including Pininfarina, on strategic brand management. He is the author of numerous articles on brands and co-author of the books Pro Logo and Luxury Brand Management.