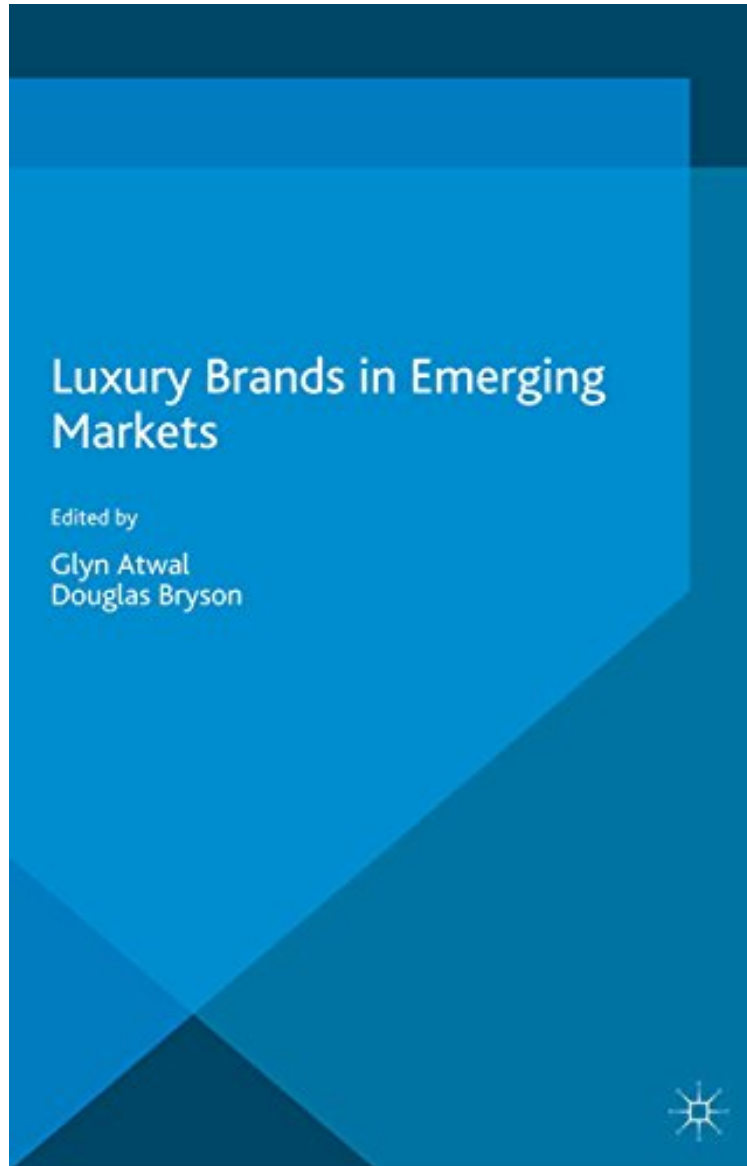


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About the AuthorGlyn Atwal is Associate Professor of Marketing at Burgundy School of Business, France. His teaching, research, and consultancy expertise focuses on luxury marketing and strategy. He is co-editor of *The Luxury Market in India: Maharajas to Masses*. Prior to academia, Glyn worked for Saatchi Saatchi, Young Rubicam, and Publicis. Douglas Bryson is Professor at the ESC Rennes School of Business, France. His research is rooted in applied psychology and includes the study of creative work environments, new product adoption, issues in luxury brand management, and brand image. Douglas has experience of consulting in North America, Eastern Europe, and Central Asia.