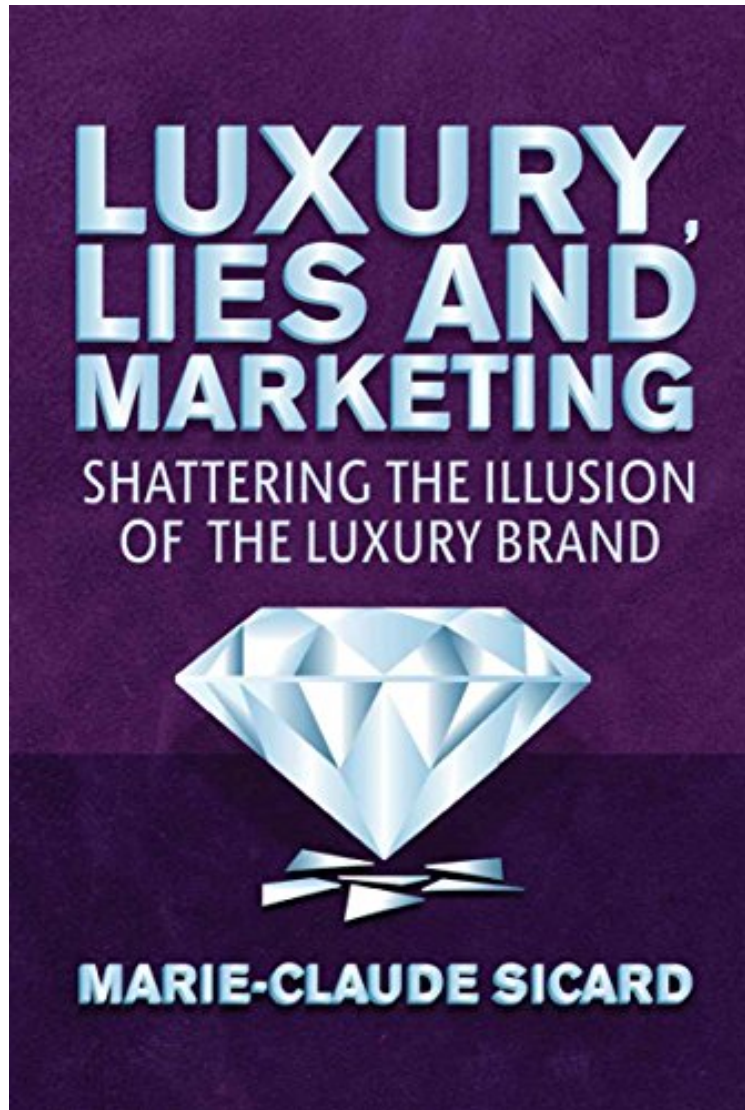


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Luxury, Lies and Marketing: Shattering the Illusions of the Luxury Brand

M. Sicard

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M. Sicard : Luxury, Lies and Marketing: Shattering the Illusions of the Luxury Brand before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Luxury, Lies and Marketing: Shattering the Illusions of the Luxury Brand*:

Uncovers the truth about luxury brand marketing and shows that like any other commercial brand, they manipulate and influence their customers with traditional commercial techniques. Full of case studies and practical tools for

understanding luxury brand marketing the author provides frameworks to help companies with their own branding strategy

'Luxury, Lies and Marketing isn't just one more book about luxury marketing, it's THE book that challenges all the others, thanks to its indispensable critical approach, its capacity for overturning our preconceived notions, the effectiveness of its analytical methods, and its salutary critical spirit.' - Inma Urream Brand Meaning Management Director, Pompeu Fabra Universitat Barcelona, Spain 'Luxury marketing without a grounding in luxury culture is nothing. This is the point of departure for Luxury, Lies Marketing. Marie-Claude Sicard offers very innovative analytical tools that all luxury professionals will benefit from in the management of their brands. A stimulating, enlightening book that yields results.' - Alexandre Peraldi, Design Director, Baume Mercier "The concept of a culture de l'écarter - a 'twist' or 'swerve' culture that Marie-Claude Sicard advocates is particularly important to us at L'Oréal Luxe. The challenge for us is to apply this principle every day, in the sector we operate in, that of luxury beauty." -Marc Dubrule, Strategic Development Director, L'Oréal Luxe "For years now, this book has been circulating discreetly in all the international luxury marketing seminars and workshops. Why? Because it is easy to read, has a lot of substance, and offers an analytic method that is as flexible as it is rigorous. Luxury, Lies Marketing has become indispensable for anyone wanting to address luxury without keeping to the usual, well-worn paths, but with a constructive, critical approach." -Agnès Bureau, Program Director of the MA in Luxury Management, Haute Ecole de Gestion, Geneva School of Business Administration

About the Author MARIE-CLAUDE SICARD is an Associate Professor at Paris IV-Sorbonne University, and Adjunct Associate Professor at Stern University, NYU, and EM-Lyon, Shanghai. Sicard is a well-known European expert on luxury and brands, and a consultant for French international companies with her own consulting company MCPS Conseil, Brand Analysis and Strategy Consultancy. As a strategic marketing consultant, her clients have included L'Oréal, Lancôme, Ralph Lauren, Armani, Kellogg's, Porsche, Jaguar, Renault, Dior, Louis Vuitton, tourism companies (Club Med) and banks (such as BNP Paribas). In addition to the permanent teaching positions she holds at the Sorbonne (Paris Abu Dhabi), she lectures and consults around the world, most often in the USA Asia (China, Japan, India), speaks at international seminars and conferences, and is often interviewed in the media for her outspoken views on branding and the luxury industry.