

(Mobile ebook) Luxury the Chinese Way: The Emergence of a New Competitive Scenario

# Luxury the Chinese Way: The Emergence of a New Competitive Scenario

*S. Rovai*

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**S. Rovai : Luxury the Chinese Way: The Emergence of a New Competitive Scenario** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Luxury the Chinese Way: The Emergence of a New Competitive Scenario*:

China's love for luxury is not a phenomenon brought on by the contemporary luxury market, but has been a part of Chinese culture and history for generations. The Chinese luxury industry is again re-emerging along modern cultural and socio-economic contexts, and is taking the market by storm. *Luxury the Chinese Way* identifies the main strengths and opportunities associated with the Chinese luxury market, explains the influence of 'Chinese characteristics' on its development and mode of operations, and reflects on the challenges associated with diverse consumption orientations. Using references from the fields and real-life data, this book provides a comprehensive overview on China's innovation in luxury, and is an important contribution to the study of the phenomenon that is the global luxury industry.

From the Back Cover  
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About the Author  
Serena Rovai is Professor and Director of International Relations at La Rochelle Business School, France, teaching and researching on Luxury Internationalisation Management. Previously she designed and managed the Fashion and Luxury specialisation programmes at Grenoble Ecole de Management, France and spent fifteen years in Asia, mainly in China, in various academic and managerial positions.