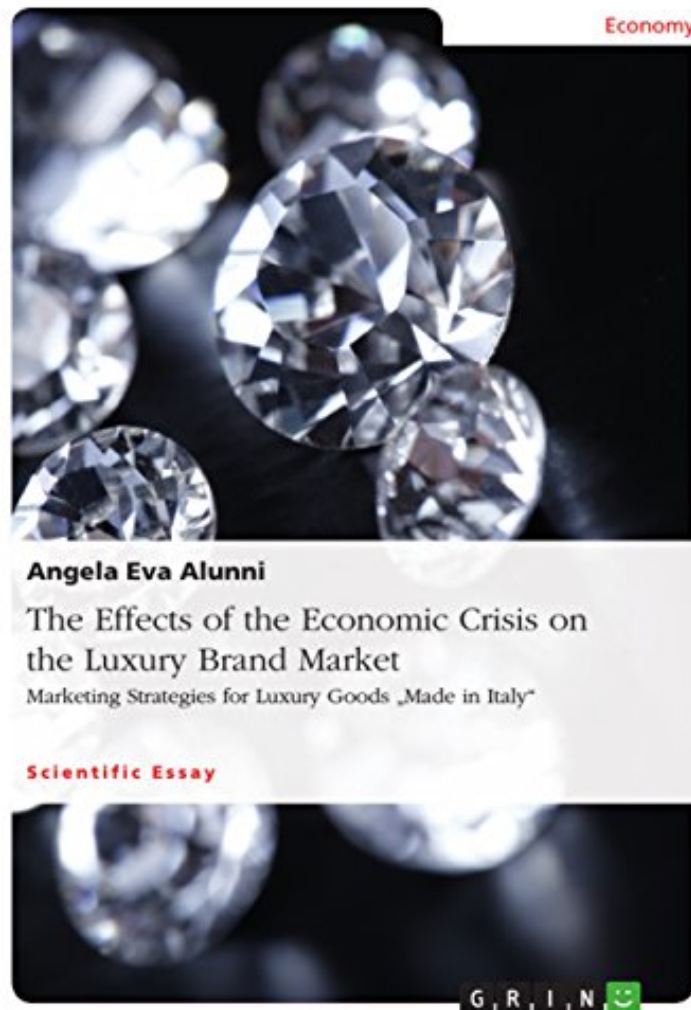


[Download pdf] The Effects of the Economic Crisis on the Luxury Brand Market: Marketing Strategies for Luxury Goods quot;Made in Italyquot;;

The Effects of the Economic Crisis on the Luxury Brand Market: Marketing Strategies for Luxury Goods quot;Made in Italyquot;;

Angela Eva Alunni

DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#3023923 in eBooks 2015-06-11 2015-06-11 File Name: B00ZUVDCHW | File size: 62.Mb

Angela Eva Alunni : The Effects of the Economic Crisis on the Luxury Brand Market: Marketing Strategies for Luxury Goods quot;Made in Italyquot;; before purchasing it in order to gage whether or not it would be worth my time, and all praised The Effects of the Economic Crisis on the Luxury Brand Market: Marketing Strategies for Luxury Goods quot;Made in Italyquot;;:

1 of 1 people found the following review helpful. Great insight to the luxury brand marketplaceBy BrendanThis book gives a good summary of this industry. Certainly worth the read if you work or are interested in luxury brands. The author gives a well structured analysis, provides good insights and shows how the traditional Italian luxury brands

navigated the global crisis through international strategies.1 of 1 people found the following review helpful. you have done an amazing Job.By JosepWell done Angela,you have done an amazing Job.

Research Paper (postgraduate) from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: Luxury represents a product category that seemingly was able to weather the storm of financial and economic crisis hitting global markets in 2008 better than could be expected. In this scientific essay, the author Angela Alunni credits two main factors for this trend: Successful luxury companies cater to the emerging markets of the nouveau riches, which are at the center of nurturing the demand for these goods. Internationalization provides the financial and managerial framework for these Italian companies, while not betraying the essence of the luxury concept per se. The portrayal of the Bulgari case highlights these strategies and at the same time points to the challenges that the luxury industry Made in Italy has to face as a whole.