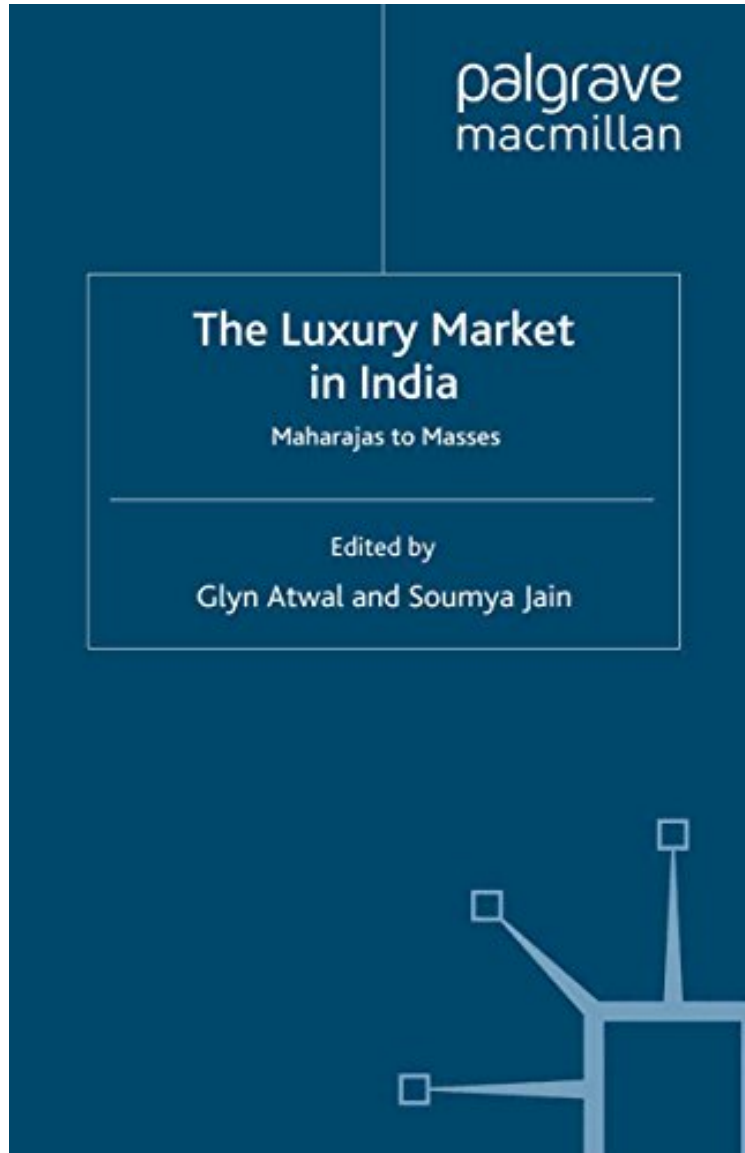


The Luxury Market in India: Maharajas to Masses

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1 of 2 people found the following review helpful. Insightful ReadBy Alex LowThe selection of essays were extremely insightful and well written. Editors did a great job selecting a good balance of articles that provides foreigners with a local perspective of the luxury market In India. Highly recommended read !2 of 2 people found the following review helpful. Decode IndiaBy Johan von Gersdorff (International Account Director for Lufthansa Airlines)BRIC as a term came up some more than ten years ago and ever since it has set India on the map of opportunities for international

business and marketing executives. But beyond the macro-economic direction, India has remained a somewhat enigmatic destination for those wishing to establish, market and sell their brands on this subcontinent on the uprise. For those who seriously want to take part in the enduring economic boom of India, this book provides essential insight and guidance:- It reviews all essential elements of the marketing mix in the local context, be it distribution and retail, price and value, communications in all its forms including Bollywood, even legal aspects are not forgotten.- It summarises the historic cultural canvas that drive current consumer behaviours as well as it provides vivid suggestions how this knowledge can be applied into successful marketing action.- It continuously puts findings in a frame of global reference, Europe or other BRIC countries.- And last but not least, findings and recommendations are supported by reliable research findings and data. With this book you will start to decode India. Read it carefully and you will not only start to love this country, you will succeed there! 1 of 1 people found the following review helpful. Great book! By JMK don't normally write reviews (don't have the time!) but I felt this book deserved a mention. I read the book on a flight to Mumbai. It was an education. I am familiar with the Chinese luxury market but I know very little about India. This is exactly what I was looking for. The book was not only informational but also inspiring. It is decorated with compelling insights that have a personal touch. It is not condescending but written by experts who 'live and breathe' the Indian luxury market. It is refreshing and indeed quite quirky. An enjoyable read and it certainly changed my thinking of luxury in India. Recommend the book to anyone who thinks they understand or wants to understand the luxury market in India. The only drawback was the price but then there are market reports that can cost hundreds of pounds/euros/dollars and this is a better investment. Great book!

A window into the highly complex Indian luxury market, providing strategies to guide brands in entering this high potential market and capturing the luxury rupee. Sets out to uncover strategies that will help to avoid market failure and leverage opportunities to win in India.

"Successful luxury branding involves understanding how to position your provenance their team of professional contributors eschew the simplistic one-size-fits-all global branding approaches of yesterday to describe the nuances of customer-centric segmentation necessary to delight the subcontinent's luxury demanding market." Rohit Deshpande Sebastian S. Kresge Professor of Marketing Harvard Business School "With a surging economy and such evolving mindsets, India has never been more ready for luxury than it is now. But with it comes challenges and their answers in unique strategies. This book addresses these very issues and demystifies the Indian luxury story impressively." JJ Valaya Managing Director Valaya Luxury Holdings P. Limited "Fascinating reading. Well-researched... It is full of unique insight and extensive source material for anyone interested in truly understanding contemporary India, its high-end consumers and their relation to luxury." Claus Lindorff, Founder Managing Director, BETC Luxe, Euro RSCG Worldwide "A well grounded and fascinating journey into the key challenges posed by the Indian luxury market, from consumer segmentation to retailing and communication." Stefania Saviolo Professor of Fashion Luxury Management Bocconi University, Milan, Italy About the Author ROASIE VIRQ AHLUWALIA responsible for Corporate Affairs for Genesis Luxury DOUGLAS BRYSON Professor at ESC Rennes School of Business, France HIMADRI ROY CHAUDHURI member of the marketing faculty at International Management Institute Kolkata, India SUDEEP CHHABRA Consultant to Suneet Varma Design Pvt Ltd SUSHANTA DAS Senior Manager for Process Improvement at DFS in Hong Kong (LVMH) RAHUL KAPOOR Co-founder of Excedo Luxuria, India SHAZIYA KHAN Executive Planning Director and Vice President at JWT Mumbai, India SOPHIE MAXWELL Insight Director at International design agency Pearlfisher KINJAL MEDH Chief Operating Officer of Cogito Consulting, India PRIYA MENON Brand Director at Added Value UK AKASH MISRA Senior Associate Consultant at Ninah Consulting, India MELANIE PUDDICK Brand Director at Added Value UK LULU RAGHAVAN Country Director of the Mumbai office of Landor Associates, India THOMAS RECCHIONE Asia Director of Ninah Consulting, the financial and management consultancy of Publicis Groupe PRASHANT SAXENA Associate Director at Agility Research Strategy, Singapore DHEERAJ SINHA Regional Planning Director, Asia at Bates ASHOK SOM Associate Dean of Global MBA and founder of the India Research Center at ESSEC Business School, France