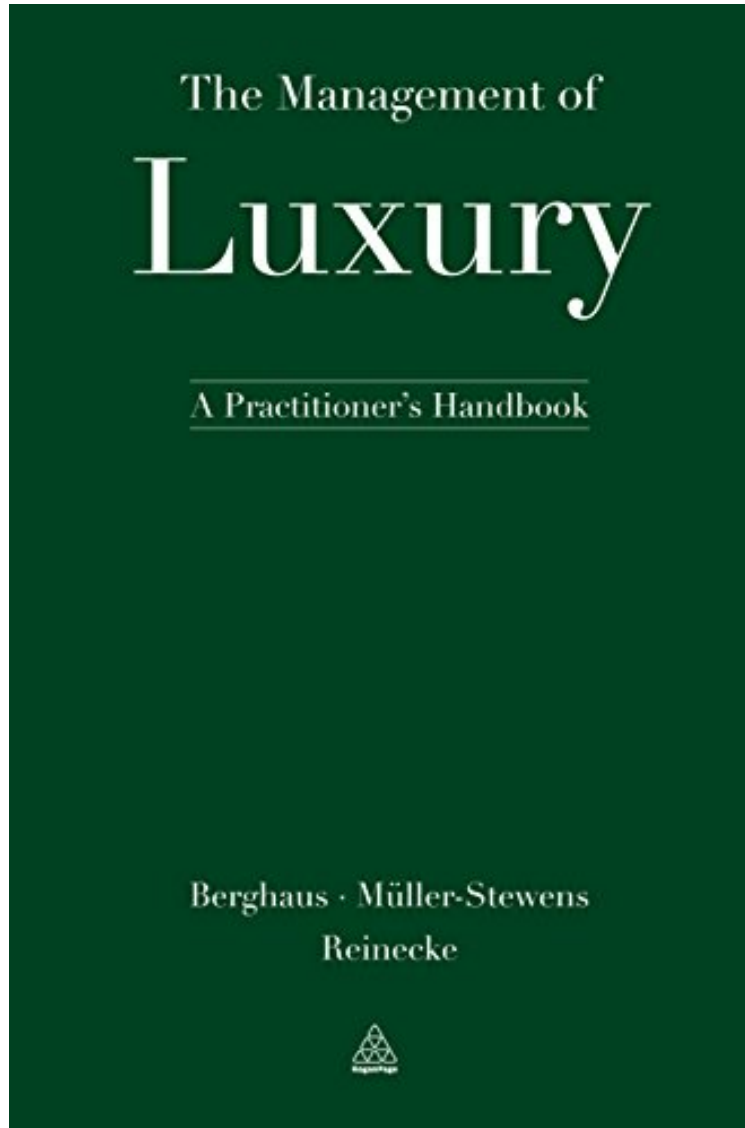


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The Management of Luxury: A Practitioners Handbook

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From Kogan Page : The Management of Luxury: A Practitioners Handbook before purchasing it in order to gage whether or not it would be worth my time, and all praised The Management of Luxury: A Practitioners Handbook:

0 of 0 people found the following review helpful. Immensely greatBy DarrenIngram_dot_comThis book is just like the luxury brands and products that it features: it is desirable, valuable and yet it might be out of reach for many! This is a colossus of a book, considering the meaning of luxury and the type of customer that buys luxury continues through 26 chapter contributions by 51 international experts.Focussing on the key strategic areas of market, brand strategy,

business strategy and luxury responsibility, this book delivers a veritable mass of information, much of which even as an industry professional you might not have realised that you needed. Luxury brand managers are the focus for this book, even though a lot of the information would be interesting to the curious generalist. The book's price; which is not unreasonable when you consider what you are getting; sadly means it will not be an impulse buy for an average reader. It can be a bit of a hard read due, in part, to its sheer bulk and its academic nature. Perseverance will be a virtue. Nothing is left to chance. If you are new to the luxury sector this would be a particularly excellent desk resource and initiation to the different world of luxury products. Even if you have been working in this sector for a long time, you surely cannot fail to get some benefit from this book, whether it is additional knowledge, new perspectives, confirmation of existing viewpoints or pointers to even more focussed, detailed research sources. Reproducing the key chapter titles should give a great overview as to just how comprehensive this book is, and remember there can be many sub-chapters too: The market and business of luxury: an introduction, Classifying luxury and prodigality, Exploring luxury consumer behaviour, Identity-based luxury brand management, Public luxury representatives, Curating the creative genius in luxury firms, Arts meet luxury brands, Luxury as societal mentor, Preserving luxury exclusivity through art, Brand charismatic legitimacy and marketing of adoration, Digital media in monobrand stores, Gravity shift from West to East, The Chinese market: entry modes, Entering the Chinese market, Managing brand extensions in the luxury industry, Luxury brands enter the online market, Competing as a luxury SME, Insisting on luxury to survive, Managing price fluctuations of raw materials through innovation, The counterfeit timer, Acting on luxury counterfeiting, Luxury brands as employers, The impact of luxury brands on employees, Heritage of luxury and responsibility, Luxury organisations and responsibility: a toolbox and finally Luxury organisations and social responsibility: a case study. Phew! If this is not enough, each chapter has a mass of bibliographic references/notes and, of course, there is a very detailed index at the end. A review cannot do it justice. If you even remotely have a need for a book of this kind and won't take the risk of buying blind, go to a bookstore, put it in your hand and prepare to see a prompt walk to the cash till with your credit card in hand! Impossible as it may be, it would be great if this book could be distilled into something for the generalist with a price to match, allowing even more to get a great insight into this diverse, fascinating industry.

In *The Management of Luxury*, 50 contributors from 11 countries and 23 top academic institutions working at the forefront of luxury management research provide experienced luxury managers and luxury researchers with insightful marketing and management perspectives on the luxury market. *The Management of Luxury* is a book for those who marvel at the industry unlike any other; those who consider managing in it as a constant balance between trusting the conventional and trying the innovative to enable the extraordinary. Including case studies on iconic brands such as Burberry, Louis Vuitton, and Leica, *The Management of Luxury* equips readers with innovative insights and perspectives to better understand the nature of the luxury industry so they can more effectively manage businesses in the luxury market.

"[T]he most detailed and multifaceted coverage of luxury marketing I have come across...the only book the specialist working in luxury brand management would need to read to feel more prepared to tackle the challenges the luxury market poses, and be able to make more informed decisions."