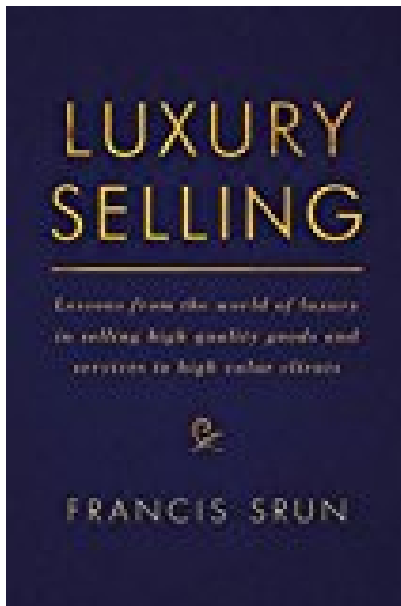


Luxury Selling Lessons from the world of luxury in selling high quality goods and services to high value clients



BOOK DETAILS

- Author : Francis Srun
- Pages : 226 Pages
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BOOK SYNOPSIS

The Luxury Strategy, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing rules upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of luxury across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy.

LUXURY SELLING LESSONS FROM THE WORLD OF LUXURY IN SELLING HIGH QUALITY GOODS AND SERVICES TO HIGH VALUE CLIENTS

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