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Soggetti	Branding (Marketing) Consumer behavior Marketing research Business intelligence Customer relations - Management Branding Consumer Behavior Market Research and Competitive Intelligence Customer Relationship Management
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Formato	Materiale a stampa
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Sommario/riassunto	Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide, the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, Advances in Luxury Brand Management is essential reading for upper level students as well as scholars and discerning practitioners.

