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Nota di contenuto	1. Introduction -- 2. Value -- 3. Luxury supply side -- 4. Exploring luxury – research scope and methodology -- 5. Consumers' perception of luxury goods value – national context -- 6. Impact of socio-demographic, economic and psychographic consumer traits on luxury value perception – empirical findings -- 7. Who creates value of luxury goods within the value chain? – companies vs consumers' perspective.
Sommario/riassunto	What does luxury value mean? What constitutes luxury, and what does not? While previous research has focused on luxury as a global business and how companies have generated, communicated and monetized luxury, this book draws on empirical research to examine how consumers understand and interact with it. It identifies the components of luxury value, as seen by consumers, and the most influential factors that shape these perceptions. Drawing on a range of disciplinary approaches, the author investigates how consumer segments differ in their perception of luxury products, and how different generations understand value. A comprehensive overview of consumer perceptions of luxury, this book is a must-read for those students and researchers interested in luxury studies.