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Nota di contenuto	Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support; Contents; Introduction; Chapter 1: Luxury and Brand Power; Chapter 2: The Distribution Models of Luxury; Chapter 3: The Different Outlets of Luxury Distribution; Chapter 4: The Internet as a Channel of Distribution; Chapter 5: Luxury Store Location; Chapter 6: Luxury Store Concept and Design; Chapter 7: Luxury Store Economics; Chapter 8: Luxury Retail Pricing; Chapter 9: Customer In-Store Behavior; Chapter 10: The Importance of Stores in Customer Relationship Building Chapter 11: Building Loyalty in Luxury BrandsChapter 12: Advertising and Communication; Chapter 13: The Future of Luxury Brand Retailing; Appendix: Managing a Store Toolbox; Bibliography; About the Authors; Index
Sommario/riassunto	Noted experts offer invaluable insights into the glamorous world of luxury retail Luxury Retail Management is your gold-plated ticket to the glamorous world of luxury retail. Defining all the tools that are necessary to manage luxury stores, from the analysis of location and design concept, to the selection, training, and motivation of the staff,

the book covers everything you need to know to enter, expand, understand, and succeed in the world of luxury retail. Reaching the luxury customer is no longer the domain of the exclusive salon-the global luxury market boom and the pheno
