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Leadership; 'Going Lifestyle'; Summary; Part Two EAST GOES WEST; Chapter 5 The Trouble with Travel; Travel's Role in the 'Education' Process; The 'One City' Illusion and Selling to Non-Locals; From Groups to Individuals; Natural Penetration of Luxury: From CO-J-A-C to Korea; CO-J-A-C: An Appealing Theory of Evolution; The Korean Wave Goes Further; Summary; Chapter 6 Why Chinese Travel and Where To; From France's Popular Front to China's Popular Pastime: Governments Supporting Travel

The T-R-A-V-E-L Equation: Why Chinese Are Buying Luxury
AbroadTime: On Luxury's Side; Regulation: Just Because I Can Means I Probably Will; Affordability: Cheap Travel, Cheaper Products; Validation: Look at Me, I'm Famous; Experience: Better Products, Better Service; Legitimacy; Asia over Europe for Now? And the United States Tomorrow?; Macau Madness; Why Europe Is Losing Out to Asia; The United States: The Next Eldorado?; Summary; Part Three EAST MEETS EAST; Chapter 7 Are Chinese Brands a Threat to Western Models?; Here's Where I Get My Kit From . . .

Consumerama: Areas of Non-Compete and Battlegrounds between Chinese and Imported Brands

Sommario/riassunto

Why the luxury market's fate rests in Chinese wallets The media has negatively focused on the Chinese political administration clamping down on gifting. Observers have come to doubt the strength of Chinese consumption as the key driver for luxury. The Bling Dynasty illustrates how doubts about Chinese consumption are ill-founded and Chinese luxury demand is on the cusp of becoming dominant. This book contains the research and expert views companies need to understand and address the new challenges posed by this dominance. Each chapter brings a different perspective, covering complex aspects of
