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Sommario/riassunto	"Luxury Retail Management, Second Edition, sets focus on the major retailing challenges and customer evolutions luxury brands are facing today: the digitalization and the emergence of the millennials and Chinese luxury consumers. These major changes have been affecting the distribution and communication channels of luxury brands: they now have to think simultaneously physical stores and e-commerce, global marketing and digital marketing. 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. And while some of the luxury retail rules and models in this book are exclusive to the luxury market, many have lessons for the whole retail sector. Luxury consumers are changing -- they come from all over the world, they are young and they are digital natives. How can luxury brands that have built themselves as pure physical players adapt their business model and practices to address their expectations without abandoning their luxury DNA?"--

