

1. Record Nr.	UNINA9910845488703321
Autore	Sestino Andrea
Titolo	New Technologies in Luxury Consumption [[electronic resource]] : Evidences from Research and Implications for Marketing Strategies // by Andrea Sestino, Cesare Amatulli
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031260827 9783031260810
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (148 pages)
Altri autori (Persone)	AmatulliCesare
Disciplina	381.45
Soggetti	Marketing Luxury goods industry Luxury
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1: Introduction -- Chapter 2: The issue of integrating new technologies in luxury marketing. A literature review -- Chapter 3: Integrating smart objects and artificial intelligence in luxury fashion retail. The role of consumers' status consumption orientation -- Chapter 4: Integrating new technologies in luxury hospitality experiences. The effects of luxury hotel communication focus (traditionality vs. modernity), and consumers' materialism -- Chapter 5: Integrating smart objects and artificial intelligence in real-estate: Luxury real-estate communication focus (prestigiousness vs. "smartness"), and the role of consumers' conspicuous consumption orientation -- Chapter 6: Integrating smart objects and artificial intelligence in real-estate: Luxury real-estate communication focus (prestigiousness vs. "smartness"), and the role of consumers' conspicuous consumption orientation -- Chapter 7: Integrating new technologies in aesthetic clinical surgery: The role of consumers' vanity -- Chapter 8: Conclusions.
Sommario/riassunto	This book sheds light on current issues and opportunities that have been activated by new technologies in the luxury field. It places special emphasis on new technological integration, such as Artificial

Intelligence, Internet of Things, Virtual Reality and Blockchain in the context of luxury consumption. Beginning with a detailed overview on current prominent technologies and their current uses in luxury, the book goes on to present experimental studies on luxury fashion, luxury tourism, luxury food and luxury real estate industries. Each chapter contributes to the design of a final diagnostic model that guides readers and managers through strategic marketing planning. Andrea Sestino (Ph.D) is Adjunct Professor of Competitive Strategy at LUISS University, Italy. He is also a Research Fellow in Management and Marketing at the University of Rome Tre, Italy and a Research Assistant at the Catholic University of Sacred Heart. In addition, he has been an Expert Collaborator for the Italian Minister of Economic Development and is the co-author of Non-fungible Tokens (NFTs) (Palgrave MacMillan, 2022), as well as several journal articles. Cesare Amatulli is Associate Professor of Marketing (University of Bari). He also teaches at LUISS University and at the University of Milan. He has been Visiting Researcher at the Ross School of Business (USA) and at the University of Hertfordshire (UK). He has published several articles in major international journals and is the co-author of Sustainable Luxury Brands (Palgrave Macmillan, 2017).
