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Sommario/riassunto	Luxury goods and service environments are inherently beautiful, refined, and aesthetically pleasing, qualities that closely align them with the concept of "art". Yet specific aesthetic attributes can shape or undermine responsible consumer choices. Drawing on relevant literature, enriched by insightful case studies and empirical research, the book introduces a novel conceptualization of sustainable luxury

consumption, integrating individual motivations and aesthetic characteristics to better understand the psychological and physiological consumers' response. Insightful reading for early-career and experienced academic scholars interested in luxury and sustainability, this book also offers valuable managerial insights for luxury brand leaders seeking to navigate the sustainable transition more effectively.

Alba D'Aniello is research fellow at University of Bari. She teaches Marketing and Research Methodology at Luiss University, where she is executive director of the X.ITE Research Center. Her research focuses on transformative consumer behavior. Ana Carmela Martinez Levy is research fellow at Luiss University. She teaches International Marketing and offers consultancy services in the business sector, applying neuroscience to marketing strategies. Her research focuses on applied neuroscience to consumer behavior. Cesare Amatulli is Professor of Marketing at University of Bari. His research focuses on luxury consumption. He has published in several top marketing journals and is co-author of *Sustainable Luxury Brands* (Palgrave Macmillan, 2017). Matteo De Angelis is Professor of Marketing at Luiss University. He has published several articles in most of the top marketing journals and is co-author of *Sustainable Luxury Brands* (Palgrave Macmillan, 2017). Rumen Pozharliev is Associate Professor of Marketing at Luiss University and Director of the Bachelor Program in Business Administration. He is a leading expert in consumer neuroscience. His research has been published in top marketing journals such as *Journal of Marketing*, *JMR* and *JCR*. .

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