



Luxury Essentials: Essential Insights and Strategies to Manage Luxury Products (Paperback)

By Dr Daniel a Langer, Dr Oliver P Heil (Ph D)

Center for Research on Luxury, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This book provides truly new insights into the seemingly elusive concept of luxury and it does so using a compact and convenient format. More precisely, it condenses the authors groundbreaking book on Luxury: Marketing Management - which has become a standard textbook on luxury and is used in Universities around the world - into easy to digest pieces of knowledge, yet maintains the essence of the full-fledged original. Thus, the Essentials provide the best format for people on the go yet provide a comprehensive entry into this fascinating world of luxury with its most unique products, ideas and challenges for consumers, managers and also scientists. Daniel A. Langer Oliver P. Heil on why they wrote this book: Whether we teach luxury to students or have discussions with luxury professionals or talk to luxury consumers, one common theme emerges again and again: While luxury seems to be easy to grasp at first, it quickly evolves into a most complicated endeavor. That is, its management poses most unique challenges, e.g. as price is often seemingly irrelevant....



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