

Ricca / Robins

Meta-Luxury

Brands and the Culture of Excellence

Meta-Luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of conversations.

Meta-Luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of conversations.



64,19 €

59,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781349333011

Medium: Buch

ISBN: 978-1-349-33301-1

Verlag: Palgrave Macmillan

Erscheinungstermin: 27.08.2016

Sprache(n): Englisch

Auflage: 1. Auflage 2012

Produktform: Kartoniert

Gewicht: 353 g

Seiten: 224

Format (B x H): 155 x 235 mm

