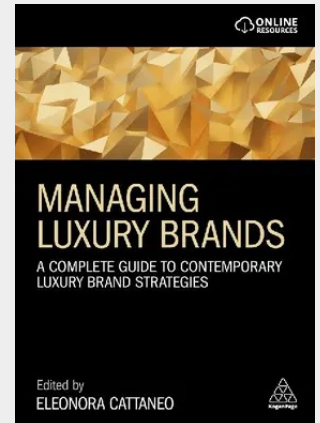


Managing Luxury Brands

A Complete Guide to Contemporary Luxury Brand Strategies

Learn what makes a luxury brand, how to successfully market them in a changing global context and what opportunities sustainable luxury and the latest technological developments present. *Managing Luxury Brands* offers comprehensive coverage of key and cutting-edge topics in luxury brand management. Examining the socio-cultural contexts of luxury and the ways in which prestige brands create meaning, it presents a framework for understanding, analysing and developing a modern luxury brand. Unlike many other texts, it also explores the environmental and social impact of luxury, sustainable luxury and the opportunities of new technological innovations including the metaverse, artificial intelligence and non-fungible tokens (NFTs). With case studies and examples from a range of brands including Ferrari, Balenciaga and Shang Xia, *Managing Luxury Brands* brings together insights from leading academics in the field from across the globe who draw on extensive consulting and industry experience. Supported by a range of features which include learning objectives, discussion questions and chapter summaries, accompanying online resources consist of lecture slides for each chapter. This textbook is an invaluable resource for any student studying luxury brand management.

What are the key components of a luxury brand? How can luxury be marketed successfully in a changing global context? What opportunities does the increasing demand for sustainability and the latest technological developments present? *Managing Luxury Brands* brings together insights from leading academics in the field to answer these questions and more in this comprehensive guide to luxury brand management. It examines what makes a luxury brand, the changing perception of luxury over time, and how to market luxury brands in light of socio and cultural developments and global market shifts. Featuring discussion points, key concept definitions and further reading suggestions for each chapter, it also explores how brands can embrace end-to-end sustainable luxury and the circular economy, and the opportunities of technological developments such as artificial intelligence, augmented reality and non-fungible tokens (NFTs). Featuring case studies from a range of international brands such as Louis Vuitton, Michael Kors and Shanghai Tang, *Managing Luxury Brands* combines rigorous academic research with the authors' extensive consulting and industry experience to ensure that complex ideas are firmly grounded in real-world implications and applications throughout. Supported by online resources of lecture slides and video interviews with industry experts, this book is an essential resource for any student studying luxury brand management.



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