



# The Road To Luxury: The Evolution, Markets and Strategies of Luxury Brand Management

*Ashok Som, Christian Blanckaert*

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**The Road To Luxury: The Evolution, Markets and Strategies of Luxury Brand Management** Ashok Som, Christian Blanckaert

**A thorough, comprehensive guide to the luxury goods industry for executives, entrepreneurs, and students interested to know about the luxury business**

As key new luxury markets like Asia, Latin America and Africa continue to expand, *The Road to Luxury: The Evolution, Markets and Strategies of Luxury Brand Management* gives professionals interested in the industry a holistic understanding of luxury market dynamics around the world using stories, experiences, relevant data and statistics on current market trends. For investors, the book offers valuable insight on where the industry is headed. For industry insiders and executives, it presents valuable data with which to craft successful business strategies.

- The definitive insider's guide to the luxury sector by leading figures in the field
- Includes rigorous academic data, including information on the business attractiveness and appropriateness of various country markets
- Examines strategies and success factors of key players, and insight into the systems and operations, retail, distribution and e-commerce, emerging markets and emerging brands, as well as management styles

For professionals in the luxury industry, as well as those studying it or investing in it, *The Road to Luxury* presents a complete and information-packed resource covering virtually every aspect of this growing sector.

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