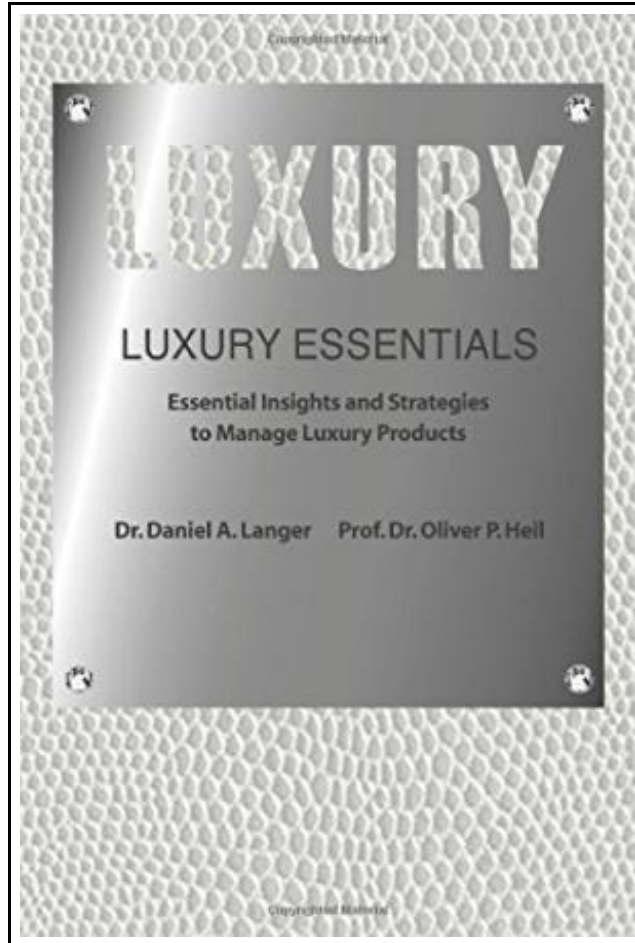


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Reviews

The book is great and fantastic. It is written in straightforward words and phrases rather than difficult to understand. You won't really feel monotony at any time of your respective time (that's what catalogues are for regarding should you question me).
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LUXURY ESSENTIALS: ESSENTIAL INSIGHTS AND STRATEGIES TO MANAGE LUXURY PRODUCTS (PAPERBACK)

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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. While intuitively there should be a lot of publications on luxury that really matter, there are only a few that try to meet the luxury challenge. *Luxury Essentials* has the ambition to provide what many call the gold standard in luxury publications *Luxury: Marketing Management* to a much broader audience. It covers the key content in an essential, more compact, easy to digest format. To those who want to go beyond the essentials and get additional inspiration by more background and more examples, the original textbook would seem to be a natural next step to read. This is what the...

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