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The luxury fashion industry is one of the best performing and fastest growing industries in today's business landscape, and is set to continue expanding over the next years.

Exploring the effects of digitalization, this book aims to increase our understanding of the key drivers of internal growth and competitiveness

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in luxury fashion firms. With a focus on the development of new brand strategies brought about by digitalization, the author outlines the need for business models to be redesigned in order to make use of social media and satisfy Millennial consumers. Offering case studies on leading luxury fashion brands, this timely book evaluates new digital technologies and strategies including omnichannel marketing, 3D printing and smart textiles. A must-read for those researching digital marketing and branding, as well as luxury or fashion

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management, this book provides a much-needed and up-to-date analysis of a successful and digitally aware industry.

Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective

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management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

The rise of emerging market luxury brands, digital and online innovations, and growth in consumption globally has opened the doors for seasoned luxury houses and new players to

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expand their horizons. This book charts the trends that are shaping the luxury industry, particularly the rise of the luxury industry in Asia and emerging markets.

For years, technology has been the impetus for progress in various processes, systems, and businesses; it shows no sign of ceasing further development. The application of technology-driven processes in promotionally-oriented environments has become more and more common in today's business world. Computer-Mediated Marketing Strategies: Social Media

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and Online Brand Communities brings together marketing approaches and the application of current technology, such as social networking arenas, to show how this interaction creates a successful competitive advantage. Focusing on qualitative research, various technological tools, and diverse Internet environments, this book is a necessary reference source for academics, management practitioners, students, and professionals interested in the application of technology in promotionally-oriented processes. Exploring the Rise of the Secondhand Clothing

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Trade

Core Strategies of European Luxury Brands

The Luxury Strategy

**Computer-Mediated Marketing Strategies: Social
Media and Online Brand Communities**

**Transforming Brands and Consumer
Experiences**

Fashion Brands

Fashion Communication

In recent times, the advent of new technologies, the concern about sustainability, and the new tastes of the youngest generations of luxury consumers have affected the

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traditional dynamics of the luxury goods markets. These emerging issues have caused significant changes in the marketing of luxury goods. Sustainable development is not new practice in the luxury market but is of increasing importance. The real challenge is for luxury companies to overcome the residual corporate social responsibility perspective to embrace a real integration of environmental, ethical, and social concerns into the corporate strategy. Integrated output and sustainable processes, the introduction of non-financial reporting as operational practice, and a new orientation to circular economy practices are emerging issues that still today request for a deeper exploration both on the academic and managerial point of view. Digitalization

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is another relevant issue that is reshaping the business model of luxury companies. Big data, blockchain, omnichannel experience, and digital customer experience represent the main digital challenges that luxury brand companies are facing nowadays. Luxury brands must keep up with these digital demands and sustainability concerns to maintain their position in the global market. Developing Successful Global Strategies for Marketing Luxury Brands upgrades the most relevant theoretical frameworks and empirical research about the marketing of luxury goods. This book is focused on contemporary issues affecting luxury industries such as digital transformation (blockchain, big data, analytics, innovation processes), sustainable development, changes in

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luxury consumers' behavior, integration between physical and online channels, and the development of social media marketing strategies. Chapters will cover areas of marketing management, buyer behavior, and international business, creating a multidisciplinary approach for this book. This book is ideal for scholars, local government agencies and public bodies, managers, luxury business owners, along with practitioners, stakeholders, researchers, academicians, and students who are interested in emerging issues affecting the luxury market, such as sustainability and digital transformation.

This new book focuses on the analysis of the online strategy and development of the luxury industry, tracing the evolution

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of the Internet from a means of communication to a trade and distribution channel. The author provides a comprehensive evaluation and a critical assessment of the tactics required for the management of luxury brands online. Fashion Branding and Consumer Behaviors presents eye-opening theory, literature review and original research on the mutual influence of branding strategies and consumer response. Contributors use multiple methods to analyze consumers' psychosocial needs and the extent that their fulfillment goes beyond the usefulness or value of the item they purchase as well as the fashion industry's means of communicating brand identity and enhancing brand loyalty. Along the way, these studies raise important questions about

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consumer behaviors, consumer welfare, environmental ethics and the future of consumer research. Included in the coverage: A symbolic interactionist perspective on fashion brand personality and advertisement response. Optimizing fashion branding strategies in a fluctuating market. An analysis of fashion brand extensions by artificial neural networks. Domestic or foreign luxury brands? A comparison of status- and non-status- seeking teenagers. The impact of consumers' need for uniqueness on purchase perception. How brand awareness relates to market outcome, brand equity and the marketing mix. A breakthrough volume on the complexities of how and why we buy, Fashion Branding and Consumer Behaviors will captivate researchers and

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practitioners in the fields of consumer psychology, marketing and economics.

Providing a critical insight into the growth of the secondhand luxury and vintage fashion industry, this book offers a compendium of business developments from across the globe, including examples from Europe, the Middle East and Asia. The 'pre-loved or pre-owned' clothing trade has grown as an economic entity, providing a living for over 100,000 people and creating a desirable and essential clothing source in under-developed economies. By debating and deliberating contemporary cases, the authors illustrate how companies can optimise key managerial activities surrounding product branding, location marketing and

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supply chain buying. This timely collection is an important read for anyone involved in fashion, but particularly those interested in the retail and marketing perspective of the industry, as it explores an emerging and significant retail format.

Sustainability in Luxury Fashion Business

Global Branding: Breakthroughs in Research and Practice

Luxury Brands in Emerging Markets

Social Media and Online Brand Communities

Developing Successful Global Strategies for Marketing

Luxury Brands

Perspectives on Communication, Education and Business

Handbook of Sustainable Luxury Textiles and Fashion

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Exploring the elements that constitute the perceived luxuriousness of a brand, this book addresses the changing definitions of the term 'luxury' in today's world. Taking the approach that the concept of luxury evolves from the consumer, the author introduces a conceptual model which explains how the consumer interprets the luxuriousness of a brand. This innovative study analyses the key elements that influence luxury branding, such as extended product, perceived uniqueness, authenticity and context specificity. By critically reflecting on the existing definitions of luxury and its challenges, this book makes a unique contribution to research and an essential read for marketing students and scholars.

Based on ongoing research at IDRAC Business School

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(France) and drawing from guest lectures at international partner universities, this volume discusses the changing landscape of 21st century business. Written by scholars and practitioners across the globe, it covers a number of business-related issues, ranging from contemporary consumer trends to management styles, underscoring the notion of the global village and drawing attention to subtle differences. The book will appeal to undergraduates, postgraduates and managers who have an interest in how theories can be used to explain and identify the changes taking place in the global, online business environment.

Despite being vastly different both socially and economically, art and fashion are increasingly converging to collaborate in mutually advantageous ways. This book discusses the mutual

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benefits of collaboration through analysis of successful case studies, including corporate art collections and museums, patronage and sponsorship initiatives, and art-based brand management in the fashion sector. It provides a categorization of the strategies that fashion firms employ when they join the art world and illustrates how art and fashion brands can interact strategically at different levels. This book will be a valuable resource to researchers, providing an enhanced understanding of the potential of artification for managing brands and products.

The first comprehensive analysis of the emergence of academic brands, this book explores how the modern university is being transformed in an increasingly global economy of higher education where luxury is replacing

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access. More than just a sign of corporatization and privatization, academic brands provide a unique window on the university's concerns and struggles with conveying 'excellence' and reputation in a competitive landscape organized by rankings, while also capitalizing on its brand to generate revenue when state support dwindles. This multidisciplinary volume addresses topics including the uniqueness of academic brands, their role in the global brand economy of distinction, and their vulnerability to problematic social and political associations. By focusing on brands, the volume analyzes the tensions between the university's traditional commitment to public interest values – education, research, and the production of knowledge – and its increasingly managerial culture framed by corporate, private

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values. Available as Open Access on Cambridge Core.

How Luxury Brands Can Grow Yet Remain Rare

The Art of Digital Marketing for Fashion and Luxury Brands

Strategic Branding for Millennial Consumers

Scientific Models

Synergies, Contaminations, and Hybridizations

Luxury Fashion Branding

Digital Luxury

Written by experts in Luxury and Fashion Management at SKEMA Business School this exciting new book offers a new perspective that challenges the established rules of the luxury and fashion industry. The authors and contributors examine the evolution of luxury strategy and how the luxury industry is being redefined in the twenty-first century.

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Internationalization is an essential component of the business model for luxury fashion companies. Hence, regardless of their size, luxury firms have to develop in foreign markets to seek global demand, build a global image, and manage distribution and communications effectively. Filling a gap in current literature, this book examines the motives, processes, and forms assumed for the internationalization of luxury fashion companies and the relationship between internationalization and business models, with a focus on small and medium-sized enterprises (SMEs) and the specific challenges they face. The book proposes cases of Italian SMEs, being Italy a country that is globally recognized as a key player in the luxury fashion industry. Specifically, the authors link internationalization with business models and

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discuss the business model of luxury fashion SMEs, characterized by "genetic internationalization". Finally, the authors address the main theoretical and managerial implications emerging from their empirical research and discuss the applicability of this model to luxury companies in general. Offering a comprehensive and in-depth view of luxury fashion SMEs, this book is targeted to students, scholars and practitioners interested in luxury firms, internationalization, and business models.

This second volume in the Palgrave Studies in Practice: Global Fashion Management series focuses on core strategies of branding and communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion

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companies when consumers purchase styles, dreams and symbolic images through a brand. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time.

Scholars and practitioners in fashion, retail, branding, and international business will learn how companies can establish a strong brand identity through innovative strategies and management.

The marketing of luxury brands is a highly complex and difficult task and differs strongly from the management of

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ordinary brands. At the heart of the difficulty lies a paradox: To increase sales and at the same time to preserve exclusivity. A luxury brand has to be anchored in the heads of as many people as possible and be desired but it must remain inaccessible to most of them. The more a luxury brand or good gets actually purchased, the more it loses its aura of exclusivity, its attractiveness and its 'dream value'. The purpose of this book is to analyze the specificities of the management and marketing of luxury brands in comparison to ordinary brands. The analysis will mainly focus on the four elements of the marketing mix, namely product, place, price and promotion. A detailed analysis of the four elements will disclose the particularities of luxury brands and present the requirements of successful luxury brand management which is

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able to overcome the difficulties resulting from the mentioned paradox.

Proceedings of the FACTUM 21 Conference, Pamplona, Spain, 2021

Digitalization in the Luxury Fashion Industry

Proceedings of the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC)

Understanding Luxury Fashion

Finding New Ways to Engage and Satisfy Global Customers

Harnessing Omni-Channel Marketing Strategies for Fashion and Luxury Brands

Luxury Online

This volume explores the interconnection of social, political, technological and economic challenges that

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impact consumer relationships, new product launches and consumer interests. Featuring contributions presented at the 2019 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Edinburgh, Scotland, the theme of this proceedings draws from the Scottish Enlightenment movement of the mid-Eighteenth Century, which centered on ideas of liberty, progress and the scientific method. The core values of this movement are being challenged by the rapidly changing, globally shifting and digitally connected world. The contributions presented in this volume reflect and reframe the roles of marketers and marketing in incorporating and advancing the ideas of the Scottish Enlightenment within contemporary

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marketing theory and practice. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. The series deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS)

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and AMS Review (AMSR). Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

This book explores the luxury industry and how it has undoubtedly been one of the fastest-growing sectors since the 1970s, and one in which Europe has managed to strengthen its competitiveness in the world market. While many aspects of globalization remain abstract and intangible, the luxury industry has created markets where previously there were none, by educating Japanese about the history of French handbags, Chinese about the finest wines, and setting global standards for an elite, inspirational lifestyle. In this edited volume, a wide range

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of scholars comes together to analyze the history of the business and the innovations in management and marketing that have emerged from it. Invaluable for scholars, industry figures, and dilettantes alike, it will define the field of study for years to come.

This book is a modern exploration of how we engage with fashion today through the fields of Fashion, Dress, Material Culture, Fashion Management & Communication.

Vast markets for high-symbolic-value goods serve as an expansive worldwide arena where luxury brands and products compete for consumer attention. As global luxury markets have grown and continue to grow, uncovering

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successful methods for maintaining brand image and consumer desire is critical to the success of high-end brands. *Global Marketing Strategies for the Promotion of Luxury Goods* explores the latest promotional trends, business models, and challenges within the luxury goods market. Focusing on strategies for achieving competitive advantage, new market development, as well as the role of the media in luxury brand building, this timely reference publication is designed for use by business professionals, researchers, and graduate-level students.

Sustainable Business: Concepts, Methodologies, Tools, and Applications

The Emergence of a New Competitive Scenario

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Distinction in Global Higher Education

From Emotions to Brand Building

Advertising and Branding: Concepts, Methodologies,
Tools, and Applications

Global Luxury

Once a luxury that only the elite could afford, fashion is now accessible to all. High street brands such as Zara, Topshop and H&M have put fashion within the reach of anyone, whilst massive media attention has turned designers such as Tom Ford, Alexander McQueen and Stella McCartney into brands in their own right. Fashion Brands takes you 'behind the

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seams', so to speak, exposing how the use of advertising, store design and the media has altered our fashion 'sense' and how a mere piece of clothing can be transformed into something with mystical allure. Packed with first-hand interviews with fashion brand gurus and industry insiders, this fully updated 3rd edition of the international bestselling Fashion Brands has its finger on the fashion pulse more firmly than ever. It now includes more on celebrity fashion brands and the rise of the 'It' girls and their influence to further analyse every aspect of fashion from a marketing perspective.

This groundbreaking fashion branding and

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management text brings an analytical business dimension to the marketing and corporate techniques of the luxury fashion goods industry. It will make engaging reading for anyone who wishes to learn about the captivating business of turning functional products into objects of desire. To survive in today's competitive and globalized business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits.

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Global Branding: Breakthroughs in Research and Practice provides international insights into marketing strategies and techniques employed to create and sustain a globally recognized brand. Highlighting a range of pertinent topics such as brand communication, consumer engagement, and product innovation, this publication is an ideal reference source for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

China's love for luxury is not a phenomenon brought on by the contemporary luxury market, but has been

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a part of Chinese culture and history for generations. The Chinese luxury industry is again re-emerging along modern cultural and socio-economic contexts, and is taking the market by storm. Luxury the Chinese Way identifies the main strengths and opportunities associated with the Chinese luxury market, explains the influence of 'Chinese characteristics' on its development and mode of operations, and reflects on the challenges associated with diverse consumption orientations. Using references from the fields and real-life data, this book provides a comprehensive overview on China's innovation in luxury, and is an important

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***contribution to the study of the phenomenon that is
the global luxury industry.***

Vintage Luxury Fashion

Handbook of Research on Global Fashion

Management and Merchandising

Branding Style from Armani to Zara

Advances in Luxury Brand Management

Exploring the Consumer Perspective

Interpretations of Luxury

***Global Marketing Strategies for the Promotion of
Luxury Goods***

This proceedings volume explores the new and

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innovative ways in which marketers find new global customers and build meaningful bridges to them based on their wants and needs in order to ensure high levels of customer satisfaction. Customer loyalty is ensured through continuous engagement with an ever-changing and demanding customer base. Global forces are bringing cultures into collision, creating new challenges for firms wanting to reach geographically and culturally distant markets, and causing marketing managers to rethink how to build meaningful and stable relationships with evermore demanding customers. In an era of vast

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new data sources and a need for innovative analytics, the challenge for the marketer is to reach customers in new and powerful ways. Featuring the full proceedings from the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Porto, Portugal, this volume provides current and emerging research from global scholars and practitioners that will help marketers to engage and promote customer satisfaction. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the

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science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by

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leading scholars and practitioners across a wide range of subject areas in marketing science. Offering an original contribution to the field of luxury and fashion studies, this edited collection takes a philosophical perspective, addressing the idea that humans need luxury. From this framework it delves deep into two particular dimensions of luxury, emotions and society, and concludes with cases of brand building in order to illustrate the two dimensions at work. Comparative analysis between countries is brought together with an emphasis on China. Chapters address the ongoing growth in the

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market, as well as the significant changes in the sector brought about by fast international expansion and an increased focus on ethical supply and sustainability, making the book an insightful read for scholars of fashion business, luxury and branding. Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers

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worldwide, the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, *Advances in Luxury Brand Management* is essential reading for upper level students as well as scholars and discerning practitioners.

The fashion and luxury industries have been well-established for centuries, but the new disruptive digital environment is causing these industries to rethink their business case and adapt their brand offerings for consumers and experiences both online and offline, mixing physical place and digital space:

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phygital. This exciting new text, the first on this timely subject, written by an expert author explores the current malaise and offers ways forward through a mixture of research and practice-led examples.

The Driving Trends of International Business in the 21st Century

Digital Marketing Strategies for Fashion and Luxury Brands

Academic Brands

Styles, Systems, Strategies

The Artification of Luxury Fashion Brands

Fashion Branding and Consumer Behaviors

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Innovative Strategies for Emerging Markets

This book addresses the No 1 challenge of all major luxury brands today: How can these brands pursue their growth yet remain luxury? How do you reconcile growth and rarity? Kapferer on Luxury offers a selection of the most recent and insightful articles and original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst. Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization. It also explores in detail facing the demand of the Chinese clients, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without

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diluting their equity and more. As such, Kapferer on Luxury is the perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students willing to deepen their understanding of this major luxury challenge.

This book explores new approaches and strategies that luxury fashion brands could adopt in their operations toward sustainability goals. It addresses the unique challenges faced by luxury fashion brands, given that concepts of luxury and sustainability may be conflicting. In doing so, it elaborates on how fashion brands need to manage their suppliers to comply with and improve social and environmental conditions, the pressure to fulfill the triple-bottom lines, consumer demands for transparency, and social media and its advantages in achieving sustainability goals. Exploring the notion that luxury fashion brands are in a better position to pursue

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superior sustainability performance, it presents research that highlights how the consequences of non-compliance could have more devastating effects on luxury brands than on mass-market brands. The book is a valuable resource for academics and practitioners in the field of business, sustainability, and fashion. This book is an invaluable repository of knowledge that brings clarity to key issues and trends for practitioners, academics and students of luxury brands. It sets out to decode the luxury markets in the primary emerging markets (BRICs) and provide a rich resume of the key factors that influence the effectiveness of luxury brand strategies.

The Luxury Strategy, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes

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those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy.

Brand Management and Marketing of Luxury Goods

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Luxury the Chinese Way

Volume 1

Break the Rules of Marketing to Build Luxury Brands

Fashion Branding and Communication

Engaging with Fashion

Global Luxury Trends

Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the

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market. Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed

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for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.

This book explores omnichannel fashion and luxury retailing with a particular emphasis on the role of computer-mediated marketing environments in determining a consumer's purchase and post-purchase trajectories. The fashion industry has evolved rapidly over the last few years with the diffusion of

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fast fashion and luxury democratization, not to mention the advent of ICT and the development of communication. Today, fashion companies face new challenges, such as how to manage brands and how to choose between marketplaces and digital marketspaces. While some companies focus on one channel selection, others embrace the omnichannel choice and look for a balance between the two environments. Whatever the strategy, it is essential

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to manage these touch-points in order to create interaction between consumers and brands, provide meaningful customer experiences, and to maximize customers' engagement. An insightful read for scholars in marketing, fashion and retail, this book investigates the triangulation between branding, marketplace, and marketspace and its impact on the organization.

In the increasingly competitive corporate sector, businesses must

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examine their current practices to ensure business success. By examining their social, financial, and environmental risks, obligations, and opportunities, businesses can re-design their operations more effectively to ensure prosperity. Sustainable Business: Concepts, Methodologies, Tools, and Applications is a vital reference source that explores the best practices that promote business sustainability, including examining how

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economic, social, and environmental aspects are related to each other in the company's management and performance. Highlighting a range of topics such as lean manufacturing, sustainable business model innovation, and ethical consumerism, this multi-volume book is ideally designed for entrepreneurs, business executives, business professionals, managers, and academics seeking current research on sustainable business practices.

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This book provides a contemporary theoretical insight into the fashion and luxury industry, addressing potential gray areas within the literature. The authors analyze the luxury and fashion industry using multiple perspectives, allowing for a critical comprehensive overview of the phenomenon across diverse streams. The book provides insight into fashion and luxury retailing in the context of both online and brick and mortar retailers

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based on a variety of market scenarios. It deciphers the rationale of customer behavioral and decision making in online and offline luxury and fashion purchasing contexts. It provides an overview of the challenges that the industry faces with the advent of the evolving omni-channel environment. The multiple theoretical and practical nuances of the fashion and luxury industry are presented. In this sense, the book is a fundamental reference

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point for the students and academics. This book will be of interest to practitioners in the fashion and luxury retailing sectors. Also, many policy makers will find the conceptual and exploratory insight of this book relevant to their organizational and retailing policies. The new knowledge that is produced in this book is a ground breaker in the fashion and luxury literature. It offers insight from both theoretical and practical

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perspectives from both retailer and customer perspectives.

Concepts, Methodologies, Tools, and Applications

Kapferer on Luxury

Proceedings of the 2019 AMS World Marketing Congress (WMC)

Organizational Change and Emerging Markets since the 1970s

Luxury Strategy in Action

Trends, Tactics, Techniques

Internationalization of Luxury Fashion

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Firms

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer

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retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Luxury Fashion Branding Trends, Tactics,
Techniques Springer

The first volume of this handbook explores different aspects of sustainable luxury textiles and fashion, broadly based on the following topics: Sustainability and business management, Value chain management, Use of materials and Sustainable production processes.

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Management and Information Systems
Examining the Business Models of SMEs
Marketspaces and Marketplaces
Breakthroughs in Research and Practice
Enlightened Marketing in Challenging Times