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Global Luxury Trends: Innovative Strategies for Emerging Markets

J. Hoffmann, I. Coste-Maniegrave;re
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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 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.

'Global Luxury Trends is a useful tool for understanding the logic of luxury. It is an insightful analysis of China, Russia, India and Brazil that gives a key to appreciating and evaluating the markets of emerging countries. Students, professors and managers will enjoy the descriptions of customers and the attitudes of buyers. I strongly recommend this book, which is clear, well written and very informative for those who want to sharpen the business model of management in the luxury industry.' CHRISTIAN BLANCKAERT, Professor of Management at ESCP-EUROPE in Paris and Former Executive VP of Hermes International 'A great collection of industry expertise with good-to-go insights from all corners of Planet Luxury.' GUY SALTER, Deputy Chairman, Walpole British Luxury 'Global Luxury Trends is a catalyst of crucial turning points and provides a set of changes in both leadership and focus. A reality check for instant connectivity and new pillars of global relevance.' ALBERTO MILANI, CEO Buccellati Inc.

About the Author DR. JONAS HOFFMANN is Associate Professor of Marketing at SKEMA Business School in France. He has extensive experience in consulting, executive training and has been a regular panellist at international luxury events. He has written several articles about marketing and innovation in the luxury industry. He is coeditor of Luxury Strategy in Action (Palgrave Macmillan). nbsp; DR. IVAN COSTE-MANIEgrave;RE has extensive experience in the luxury industry; he has founded eight companies in the fragrance, watch and marketing sectors. He is Professor of Marketing at SKEMA Business School and Head of SKEMA's Master of Science in Luxury and Fashion Management. He is co-editor of Luxury Strategy in Action (Palgrave Macmillan).