

Luxury Retail Management Chevalier

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Luxury Retail Management: How the World's Top Brands ... Michel Chevalier is an expert in luxury brand management and retailing. A consultant with EIM in Paris and a visiting professor of luxury marketing and retailing at HEC and Paris-Dauphine University in Paris, he is also the coauthor of *Luxury Brand Management and Luxury China*, both published by Wiley.

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- Covers everything executives, managers and retail staff need to know in order to enter, expand, understand and succeed in the world of luxury retail Written by luxury retail experts Michel Chevalier and Michel Gutsatz, who lend their solid academic credentials and professional expertise to the subject. *Luxury Retail and Digital Management*, 2nd Edition provides deep insight into the main challenges that luxury brands are facing in this digital age.

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Examines the essential aspects of luxury customer relationship management, personal sales, and the customer experience Delves into the sophisticated business models that luxury brands have developed based on a mix of directly-operated-stores and wholesale Covers the management essentials-distribution, location, design, merchandising, pricing, brand promotion, and the management agenda for success Written by respected experts Michel Chevalier and Michel Gutsatz, who lend their solid academic ...

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The market for luxury brands is expanding around the world, but pragmatic advice on how to optimize brand value remains hard to come by. In *Luxury Brand Management, Second Edition: A World of Privilege*, two renowned industry insiders examine more than 450 internationally recognized brands from a wide range of industries, giving you everything you need to understand and capitalize on brand power.

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Book Description "Luxury Retail Management, How the World's Top Brands Provide Quality Product & Service Support" is a book written by Michel Chevalier and Michel Gutsatz. The book was published in 2012 by John Wiley and Sons Singapore Pte. Ltd. This book focuses on the "Luxury" branding and presents how important the retailing strategy affects...

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Michel Chevalier is the author of *Luxury Brand Management* (3.80 avg rating, 71 ratings, 1 review, published 2008), *Luxury Retail Management* (3.89 avg rat...

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