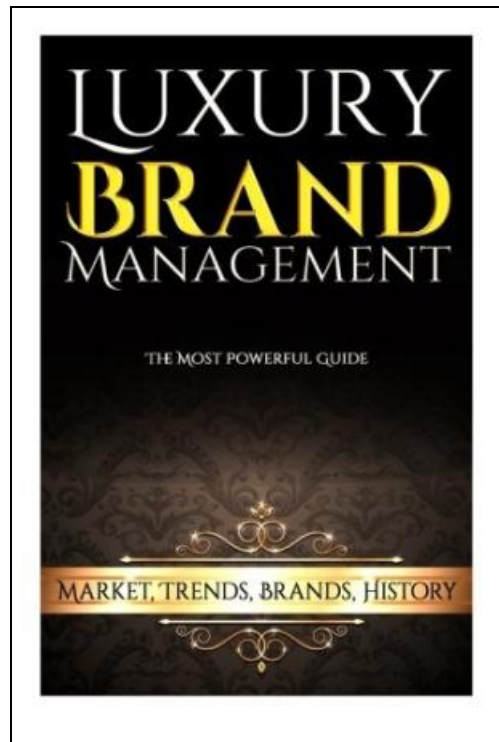


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Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Large Print. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. You ll Get Knowledge About Luxury Market Characteristics, Market Future Trends, Luxury Brands, History. Interest in luxury brand management has been around for a long time now. But the potential for success and lucrative opportunities in the luxury business has increased even more in today s marketplace, making it an even more attractive venture for entrepreneurs and business-minded individuals looking to cash in on this industry. Careers in luxury brand management are considered among the top-tiers of professions and business opportunities, so if you are interested in this line of work, you need to be fully prepared and aware of what to expect. Take A Sneak Peak Inside: (Page 14) Chapter III - Market Trends The luxury goods sector is a segment of the overall consumer market that is not immune to the overall trends and innovations across other demographics. That said, it is often true that it is the luxury goods market that dictates taste, trends, and perspectives that trickle down to the overall mass market. Current trends that are shaping the luxury brand sector include: Online revolution. Advances in technology have fundamentally changed the way modern consumers shop. In recent years, the growth of online shopping has become so significant that traditional retailers have been forced to make drastic changes to how they do their business and relate to the millennial consumer. The largest and most successful online retailers and businesses are now competing with the online channels of large brick-and-mortar retailers. In the luxury market, brands and manufacturers were, at first, slow to respond to the online revolution. After all, one of the hallmarks of the luxury experience has been the intimate, personalized service...



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