



# The Management of Luxury: A Practitioner's Handbook

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In The Management of Luxury, 50 contributors from 11 countries and 23 top academic institutions working at the forefront of luxury management research provide experienced luxury managers and luxury researchers with insightful marketing and management perspectives on the luxury market. The Management of Luxury is a book for those who marvel at the industry unlike any other; those who consider managing in it as a constant balance between trusting the conventional and trying the innovative to enable the extraordinary. Including case studies on iconic brands such as Burberry, Louis Vuitton, and Leica, The Management of Luxury equips readers with innovative insights and perspectives to better understand the nature of the luxury industry so they can more effectively manage businesses in the luxury market.

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