

Luxury Retail Management Chevalier

Luxury Retail ManagementLuxury Retail and Digital ManagementLuxury Brand ManagementRetail ManagementChain Store ManagementJournal of MarketingMarketing Guidebook, 1998 and Supermarket CensusSales Promotion ManagementEffective Sales Promotion Lessons for TodayThe Effect of Price Deals on Retail Store PerformanceJMR, Journal of Marketing ResearchBulletinRetail/services Labor ReportAsian Company HandbookStrategies of International Mass RetailersChain Store AgeStoresDruggists' CircularStrategic Retail ManagementThe Corporate Finance Bluebook Michel Chevalier Michel Chevalier Michel Chevalier Lynda Gutierrez John A. Quelch Dudley M. Ruch Heikki J. Rinne International Bureau of the American Republics Charles Waldman Joachim Zentes Luxury Retail Management Luxury Retail and Digital Management Luxury Brand Management Retail Management Chain Store Management Journal of Marketing Marketing Guidebook, 1998 and Supermarket Census Sales Promotion Management Effective Sales Promotion Lessons for Today The Effect of Price Deals on Retail Store Performance JMR, Journal of Marketing Research Bulletin Retail/services Labor Report Asian Company Handbook Strategies of International Mass Retailers Chain Store Age Stores Druggists' Circular Strategic Retail Management The Corporate Finance Bluebook *Michel Chevalier Michel Chevalier Michel Chevalier Lynda Gutierrez John A. Quelch Dudley M. Ruch Heikki J. Rinne International Bureau of the American Republics Charles Waldman Joachim Zentes*

noted experts offer invaluable insights into the glamorous world of luxury retail luxury retail management is your gold plated ticket to the glamorous world of luxury retail defining all the tools that are necessary to manage luxury stores from the analysis of location and design concept to the selection training and motivation of the staff the book covers everything you need to know to enter expand understand and succeed in the world of luxury retail reaching the luxury customer is no longer the domain of the

exclusive salon the global luxury market boom and the phenomenal growth of luxury stores now views the retail sector as key to driving brand profitability in dealing with this rapid change luxury brands have experienced a steep learning curve and accumulated bags of retail expertise and while some of the luxury retail rules and models in this book are exclusive to the luxury market many have lessons for the whole retail sector 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 credentials and professional expertise to the subject luxury retail management asks and answers the questions that retail professionals need to understand in order to thrive in the luxury market

develop a winning customer experience in the digital world luxury consumers are changing they come from all over the world they are young and they are digital natives how can luxury brands that have built themselves as pure physical players adapt their business model and practices to address their expectations without abandoning their luxury dna luxury retail and digital management 2nd edition sets focus on the major retailing challenges and customer evolutions luxury brands are facing today the digitalisation and the emergence of the millennials and chinese luxury consumers these major changes have been affecting the distribution and communication channels of luxury brands they now have to think simultaneously physical stores and e commerce global marketing and digital marketing defines all the tools that are necessary to manage luxury stores including analysis of location and design concept explores the selection training and motivation of the staff 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

the definitive guide to managing a luxury brand newly revised and updated what defines a luxury brand traditional wisdom suggests that it is one that is selective and exclusive to such a degree that only one brand can exist within each retail category automobiles fragrances cosmetics etc but this definition is inherently restrictive failing to take into account the way in which luxury brands today are increasingly identified as such by their placement in stores and how consumers perceive them this revised and updated edition of luxury brand management the first comprehensive book on luxury brand management looks at the world of branding today written by two renowned insiders the book builds on this new broader definition of luxury and examines more than 450 internationally known brands from a wide range of industries packed with new information covering the financial crisis's impact on luxury brands and looking towards a new period of growth the book reconciles management marketing and creation with real life examples and management tools that the authors have successfully used in their professional careers includes dedicated chapters focusing on each of the main functions of a luxury brand including brand creation the complexity of managing brand identity the convergence of arts and brands and much more addresses the practical functions that can make or break bottom lines and affect brand perception such as distribution retailing logistics and licensing focuses on brand life cycle brand identity and licensing issues a compelling and comprehensive examination of the different dimensions of luxury management in various sectors this new edition of the classic text on brand management is essential reading for anyone working with or interested in making the most of a luxury brand in the post recession world

the authors demonstrate the broad and complex topics of retail management in 15 lessons each lesson includes a thematic overview of key issues and a comprehensive case study international best practice companies are used to highlight managerial implications and the key discussion points

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