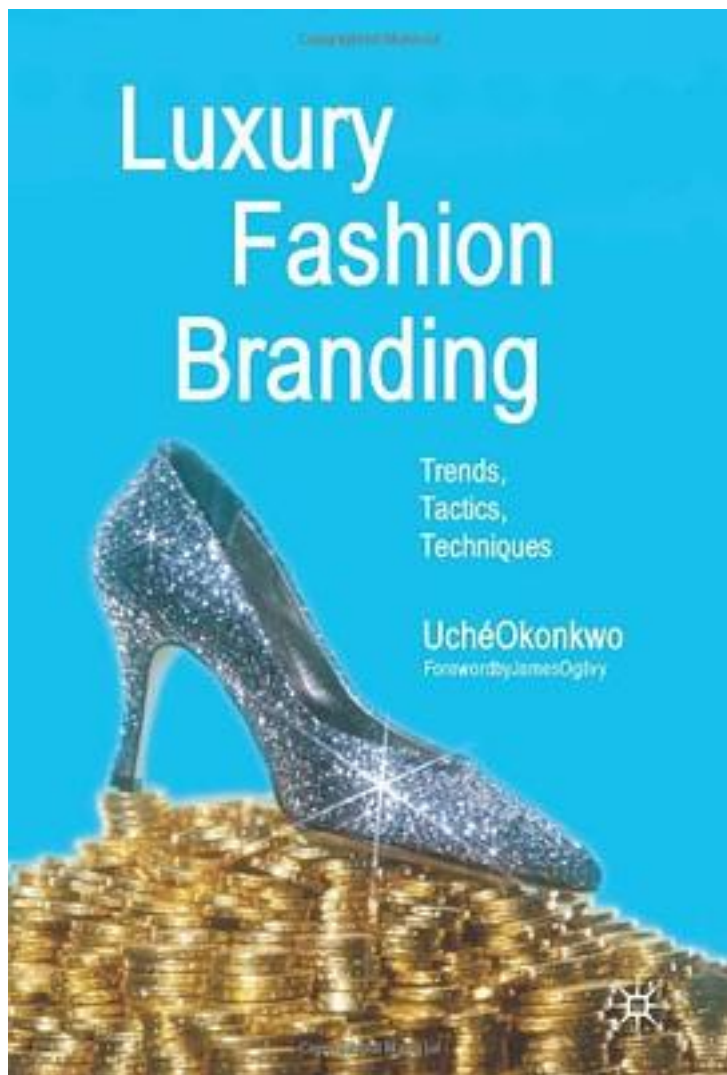


Luxury Fashion Branding



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著者:Uche Okonkwo

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Luxury Fashion Branding - Trends, Tactics, Techniques, is the groundbreaking pioneer text that addresses the business of luxury from a strategic viewpoint. It critically analyses the essential aspects of the luxury fashion sector through tracing its origins, analysing its current state, assessing its consumer behaviour, retailing tactics, branding and marketing strategies, e-business techniques, new luxury definitions and their implications, environmental analysis, customisation methods, business modelling and case study analysis.

For the first time, the luxury industry is provided with advanced strategies, tools and techniques required for modern business management, through sound research and ongoing practice. These are sources of new approaches towards the business of smartly bringing objects of desire into the marketplace.

Luxury Fashion Branding has been described as the text that will re-define the business practices of the luxury industry. The book is imperative for anyone connected with the luxury industry; those aspiring towards luxury; those seeking transferable skills; and those who simply want an insight into this intriguing business.

作者介绍:

Uché is one of the pioneer Strategy & Management Consultants and opinion leaders in the luxury industry. Based in Paris, she is the Director & Co-founder of Luxe E.t.c. (www.luxe-etc.com), a Strategy & Management Consultancy specialized in the luxury industry. Luxe E.t.c. is playing a key role in the current re-shaping of the global luxury sector and collaborates closely with luxury brands such as Louis Vuitton, Christian Dior, Gucci, Piaget, André Ross, Burberry, Daniele de Winter, Coty Prestige, Interactive Luxury Solutions, L'Oreal luxury division, among several others.

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标签

奢侈品

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Luxury

英语原版

服装设计

英文原版

评论

废话连篇，有建设性的策略方案很少。。。。

作为资料价值不大，但是思路很清晰

這。。。。這只能騙騙沒學過marketing的人吧。。。。也就看看裏面資料性的東西。其他沒什麼。

论文全靠这本了。。。TAT

又一本速食商业畅销书

给我很多启发 挺好的 就是写的不是很有趣

From Guerlain(1828) to Tom Ford(2006).

冗长，废话多。本来想着是老师推荐书目就看完了吧，看到中间把 hk, china, taiwan 并列，果断弃坑。。
什么嘛。。都不了解国际形式，做什么奢侈品牌导读。。。另外，例子里大多简单列举欧洲品牌和人名，没做延申，不太适合中国学生阅读。弃于：Chapter5, p173
(共10章，300多页)

作为复习营销概论还是不错的，但是还是作者似乎还是说不清luxury fashion branding 和 mass fashion branding 的区别

值得一读，毕业论文重要参考文献。

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书评

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