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Luxury Strategy in Action

Jonas Hoffmann, Ivan Coste-Maniere

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Luxury Strategy in Action Jonas Hoffmann, Ivan Coste-Maniere
Written by experts in Luxury and Fashion Management at SKEMA Business School this exciting new book offers a new perspective that challenges the established rules of the luxury and fashion industry. The authors and contributors examine the evolution of luxury strategy and how the luxury industry is being redefined in the twenty-first century.

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