



New Perspectives in Luxury Branding (Emerald Gems)

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New Perspectives in luxury branding is a collection of key articles in this area of high and increasing importance to marketers worldwide. This collection offers insights across a range of sectors. Some of the things the book will explain:- The influence of social media on the building of luxury brands - The effect of the consumption of counterfeit luxury goods on identity - The value of brand extension as a strategy in regards to luxury fashion brands.

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