

The Management Of Luxury: A Practitioner's Handbook

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Master in Luxury Management is a postgraduate degree in a trendy and challenging field. Would you like to get to know the world of luxury, together with its related The Lean Practitioner's Handbook bridges the gap between the tools and concepts of Lean and the practical use of Change Management; IT Governance & Service The Management of Luxury: A Practitioner s Handbook. Published September 2014 by Kogan Page

The market for luxury brands is expanding around the world, but pragmatic advice on how to optimize brand value remains hard to come by. In Luxury Brand Management