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to "How can I build customer loyalty?"&authors and luxury brand management experts Michel Chevalier and Michel Gutsatz identify and address the key issues facing luxury products today. Packed with information on internet sales, setting retail pricing, advertising, and much more, the book also includes a "tool box" of techniques for managing a prestigious store.

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Michel Chevalier is an expert in luxury brand management and retailing. A consultant with EIM in Paris and a visiting professor of luxury marketing and retailing at HEC and Paris-Dauphine University in Paris, he is also the coauthor of *Luxury Brand Management* and *Luxury China*, both published by Wiley.

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- 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.

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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, Second Edition: A World of Privilege*, two renowned industry insiders examine more than 450 internationally recognized brands from a wide range of industries, giving you everything you need to understand and capitalize on brand power.

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